BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIBRARY
APR 26 1943
DETROIT

"WE DECIDED STATISTICS WERE THE NUTS . . . WE BUY SALES!"—W. E. LONG CO.

"THE best survey of Denver (we think) is the sales of Town Talk bread." This is the conclusion arrived at by the Chicago advertising agency placing the Town Talk bread account, the W. E. Long Co., in a clever presentation sent to KLZ recently reversing the direction which promotion usually takes.

It was the unique response to a salvo of station statistics received recently from the Denver region.

KLZ in no way denies the importance and necessity of valid statistics in the buying of station time. But, after all, *sales* and not statistics are what count. And when an advertiser satisfies himself concerning the *sales* effectiveness of KLZ, all other data, of course, become superficial.

It is interesting to note, therefore, that local advertisers in Denver, to whom sales are vastly more important than statistics, spend more of their money with KLZ than with any other major network station . . . and the trend in national spot, too, is shifting rapidly in KLZ's direction.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

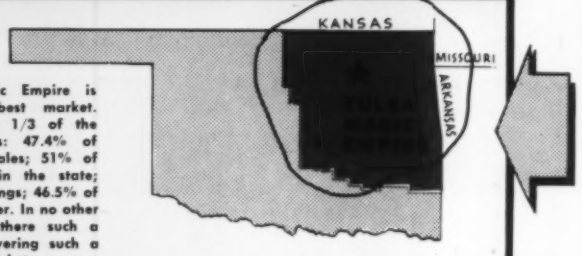
XUM

Yes, the Tulsa Magic Empire Market is a luscious sales cake to eat now . . . and your advertising to this booming area *today* will help bring you even greater sales *tomorrow* in the greater post-war market it will become.

Tulsa is given a No. 1 rating (boom war markets with the best chance to retain war growth in the post-war period) by Philip M. Hauser, assistant director of the U. S. Census in a release Jan. 15, 1943. But, the Tulsa market isn't just sitting back rejoicing over this rating. It has set up under the Tulsa Chamber of Commerce a post-war planning board, with Mr. Clyde A. King, former bank official and industrial development leader, as paid secretary, to definitely work on war industry conversion. We're going to make sure of a greater post-war market.

Get the benefits of two cakes by making the Tulsa Magic Empire market a MUST on your schedule today. And, remember 50,000 Watt KVOO is the only single medium *blanketing* Oklahoma's best* market.

Blanketed Only by Oklahoma's Most Powerful Station



* The Tulsa Magic Empire is truly Oklahoma's best market. Concentrated in but 1/3 of the state's area it has: 47.4% of Oklahoma's retail sales; 51% of the bank deposits in the state; 52.2% of Postal Savings; 46.5% of Effective Buying Power. In no other Oklahoma area is there such a powerful station covering such a rich concentrated market.

50,000 Watts Day—25,000 Watts Night

1170 Kilocycles

Edward Petry & Co., National Representatives

from
the 124 stations
of the Columbia
Broadcasting System ★ ★ ★ ★ ★

XUM

men and
CBS

XUM

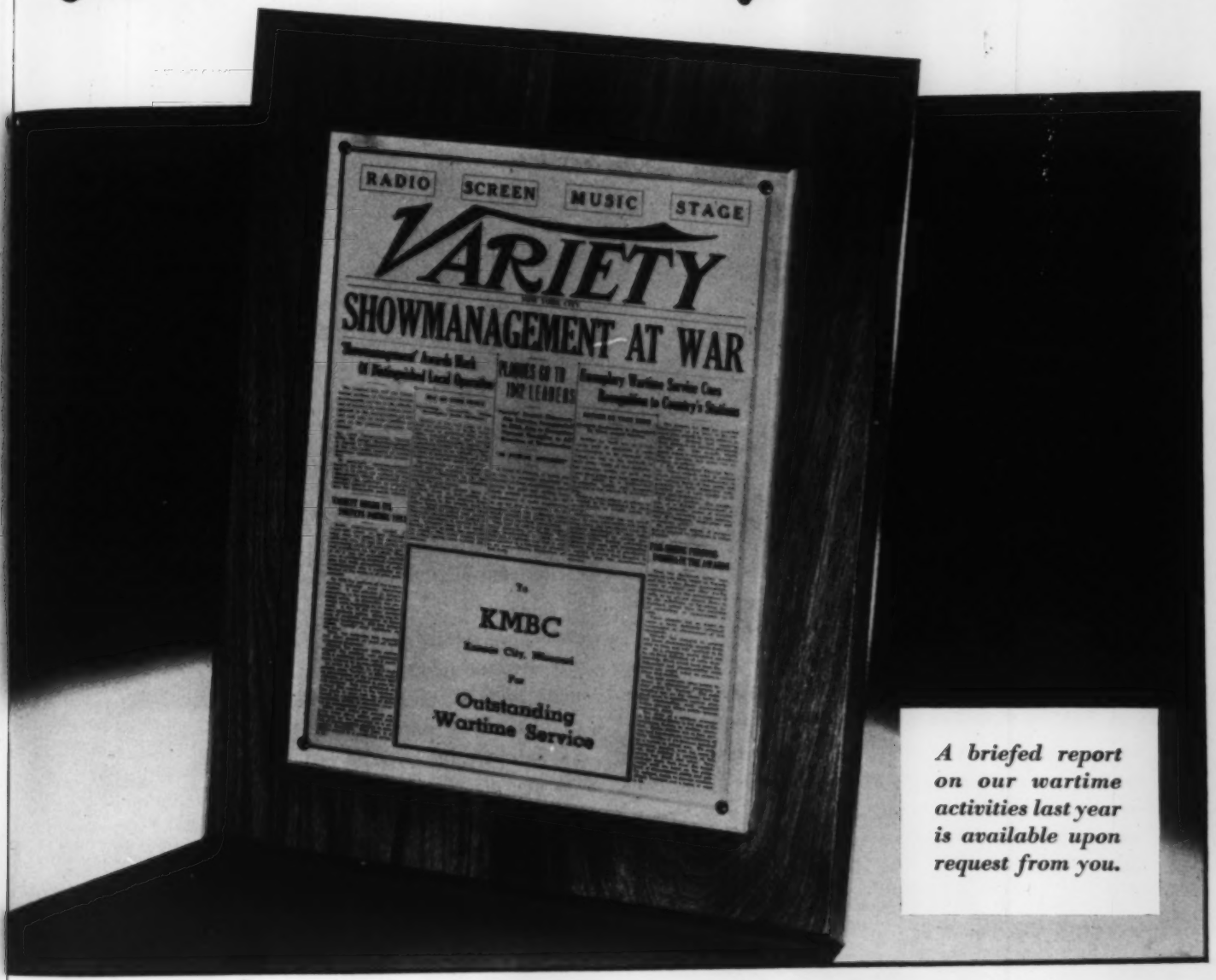
★ ★ ★ in the following detachments:

CFRB	Toronto	★ 10
CKAC	Montreal	★ 6
KARM	Fresno	★ 9
KDAL	Duluth	★ 8
KFAB	Lincoln	★ 21
KFBB	Great Falls	★ 2
KFH	Wichita	★ 20
KFPY	Spokane	★ 9
KGDM	Stockton	★ 4
KGGM	Albuquerque	★ 12
KGLO	Mason City	★ 11
KGMB	Honolulu	★ 7
KGVO	Missoula	★ 9
KIRO	Seattle	★ 12
KLRA	Little Rock	★ 12
KLZ	Denver	★ 8
KMBC	Kansas City	★ 20
KMOX	St. Louis	★ 36
KNX	Los Angeles	★ 119
KOIL	Omaha	★ 13
KOIN	Portland, Oregon	★ 19
KOMA	Oklahoma City	★ 25
KOY	Phoenix	★ 13
KQW	San Francisco	★ 18
KRLD	Dallas	★ 14
KRNT	Des Moines	★ 21
KROD	El Paso	★ 7
KROY	Sacramento	★ 16
KSL	Salt Lake City	★ 30
KTRH	Houston	★ 16
KTSA	San Antonio	★ 17
KTUC	Tucson	★ 3
KTUL	Tulsa	★ 15
KVOR	Colorado Springs	★ 8
KVSF	Santa Fe	★ 3
KWFT	Wichita Falls	★ 5
KWKH	Shreveport	★ 21
WABC	New York	★ 327
WABI	Bangor	★ 9
WADC	Akron	★ 7
WAIM	Anderson	★ 7
WAPI	Birmingham	★ 13
WBAB	Atlantic City	★ 8
WBBM	Chicago	★ 47
WBIG	Greensboro	★ 15
WBNS	Columbus, Ohio	★ 17
WBRY	Waterbury	★ 5
WBT	Charlotte	★ 9
WCAO	Baltimore	★ 8
WCAU	Philadelphia	★ 30
WCAX	Burlington	★ 5
WCCO	Minneapolis-St. Paul	★ 19
WCHS	Charleston, W. Va.	★ 13
WCKY	Cincinnati	★ 15
WCOC	Meridian	★ 2
WCOV	Montgomery	★ 6
WCSC	Charleston, S. C.	★ 6
WDAE	Tampa	★ 6
WDBJ	Roanoke	★ 8
WDBO	Orlando	★ 10
WDNC	Durham	★ 6
WDOD	Chattanooga	★ 15
WDRC	Hartford	★ 11
WEEI	Boston	★ 23
WEOA	Evansville	★ 6
WERC	Erie	★ 2
WFBL	Syracuse	★ 18
WFBM	Indianapolis	★ 14
WFMD	Frederick, Md.	★ 5
WFOY	St. Augustine	★ 3
WGAN	Portland, Me.	★ 4
WGAR	Cleveland	★ 18
WGBI	Scranton	★ 5
WGPC	Albany, Ga.	★ 12
WGST	Atlanta	★ 16
WHAS	Louisville	★ 23
WHCU	Ithaca	★ 7
WHEC	Rochester	★ 8
WHIO	Dayton	★ 10
WHP	Harrisburg	★ 6
WIBW	Topeka	★ 10
WIBX	Utica	★ 9
WISN	Milwaukee	★ 7
WJAS	Pittsburgh	★ 11
WJNO	West Palm Beach	★ 4
WJR	Detroit	★ 27
WKBN	Youngstown	★ 11
WKBW	Buffalo	★ 33
WKNE	Keene	★ 9
WKWK	Wheeling	★ 5
WKZO	Kalamazoo-Grand Rapids	★ 8
WLAC	Nashville	★ 8
WLAW	Lawrence	★ 10
WLBC	Muncie, Ind.	★ 3
WMAS	Springfield, Mass.	★ 11
WMAZ	Macon	★ 11
WMBD	Peoria	★ 19
WMBR	Jacksonville	★ 7
WMBS	Uniontown	★ 12
WMMN	Fairmont	★ 3
WMT	Cedar Rapids	★ 8
WNAX	Sioux City-Yankton	★ 15
WNBF	Binghamton	★ 15
WNOX	Knoxville	★ 16
WOKO	Albany, N. Y.	★ 16
WPAR	Parkersburg	★ 7
WPRO	Providence	★ 4
WQAM	Miami	★ 10
WRBL	Columbus, Ga.	★ 10
WRDW	Augusta, Ga.	★ 7
WREC	Memphis	★ 4
WRVA	Richmond	★ 22
WSBT	South Bend	★ 9
WSPA	Spartanburg	★ 8
WTAD	Quincy	★ 10
WTAG	Worcester	★ 4
WTAQ	Green Bay	★ 19
WTOC	Savannah	★ 7
WTOP	Washington	★ 25
WWL	New Orleans	★ 28
WWNC	Asheville	★ 9
WWNY	Watertown, N. Y.	★ 11

KHBC, Hilo; and WKAQ, San Juan are actively represented with the colors to an extent which affords no aid or comfort to the enemy.

this is ★ ★ ★ THE COLUMBIA BROADCASTING SYSTEM

Our Second Variety Award in four years!



A briefed report on our wartime activities last year is available upon request from you.

...This time for "outstanding war service"—reflecting our all-out effort for Victory during 1942. Perhaps the most significant point to advertisers is this...whether for our Government or for the advertiser, KMBC has the personnel, the facilities and the alert "know-how" to get it done—and to get it done right!

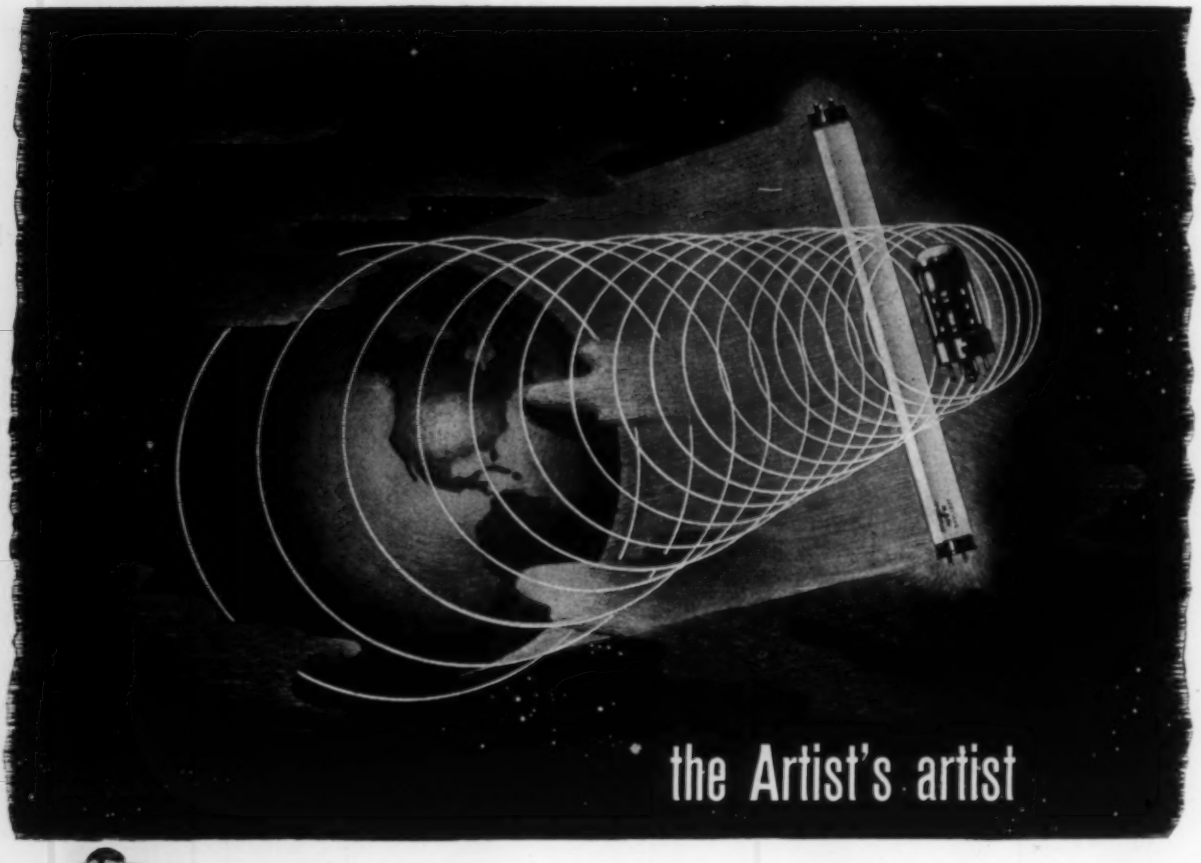
KMBC
OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM



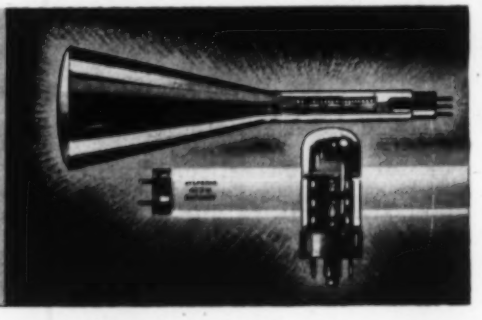
We are not zealous here at Sylvania to be the largest in our field. We had rather be known for excellence than for size. You have heard of the man so painstaking that to his talented fellows of larger fame he is known as the writer's writer, or the painter's painter, or the singer's singer. We understand that, and it seems to us there could be no higher praise. So in all the things we build – incandescent lamps, fluorescent lighting equipment, radio and electronic tubes – we aim uncompromisingly high, high as we possibly can. The function of these things, conceived as they are to amplify the indispensable miracles of human sight and hearing, seems to us to deserve the very best that can be given. So believing, it is only natural we should seek in all our work to attain the highest standards anywhere known.

SYLVANIA ELECTRIC PRODUCTS INC.

EMPORIUM, PA.

MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES

INDUSTRIAL ELECTRONICS is doing much to help win the war on the production front, but can do a great deal more by more widespread application. Sylvania Electronic Tubes for devices that can automatically gauge, count, control, actuate, test, detect, protect, guide, sort, magnify, heat, transform, "see," "feel" and even "decide" are tested and available. The more electronic "know how" is put to work to make precision war production speedier and more precise, the sooner the Victory.



In St. Louis

It's

KSD

Exclusive Outlet in St. Louis for

N.B.C.

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative

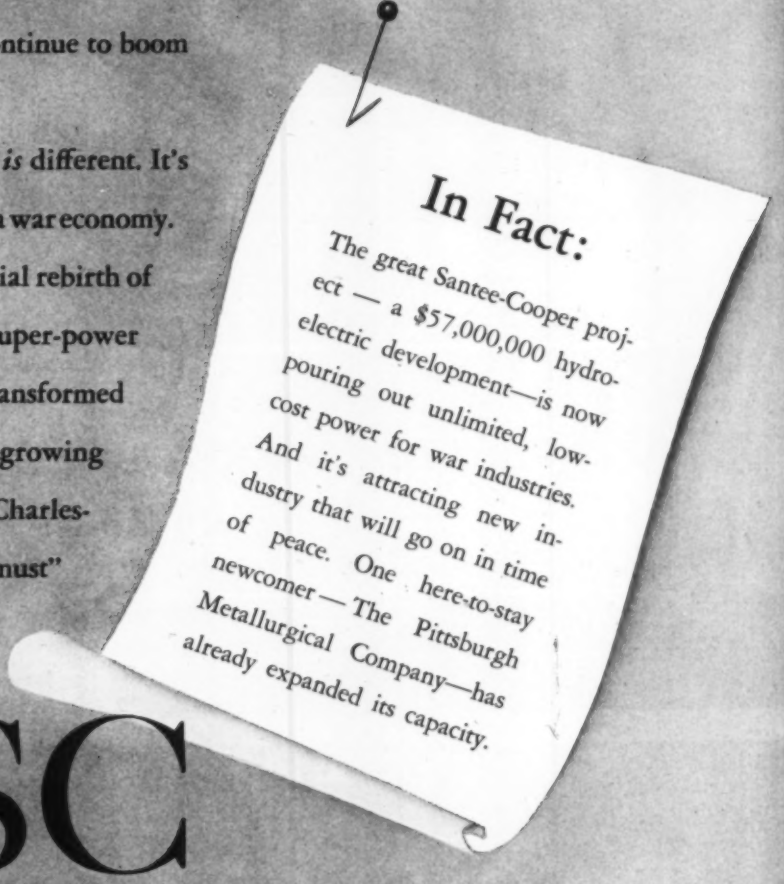
FREE and PETERS

INC.

Now—and one year after Victory

The advertising dollar you invest with WCSC gives double value. You make sales today throughout a thriving boom market. And you build brand preference in a market that will continue to boom long after Victory.

Because the Charleston "boom" *is* different. It's no flash-in-the-pan based purely on a war economy. What has taken place is the industrial rebirth of an entire area. New methods, new super-power facilities and new plants have transformed Charleston into a big, aggressive, growing market. The conclusion is obvious: Charleston—a major market today—is a "must" market for the future.


In Fact:
The great Santee-Cooper project — a $57,000,000 hydro-electric development—is now pouring out unlimited, low-cost power for war industries. And it's attracting new industry that will go on in time of peace. One here-to-stay newcomer — The Pittsburgh Metallurgical Company—has already expanded its capacity.

WCSC

CHARLESTON, S. C.

The CBS Station for the Coastal Carolinas. Represented Nationally by Free & Peters, Inc.

NASHVILLE
is listening to WSIX

IF you are looking for a medium to cover the booming Nashville market, WSIX is the answer.

WSIX WILL carry your message not only into the hearts of Nashville's homes but into the entire Nashville trade area of Middle Tennessee and Southern Kentucky.

WRITE or wire for coverage map, rate card, availabilities and any other information.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

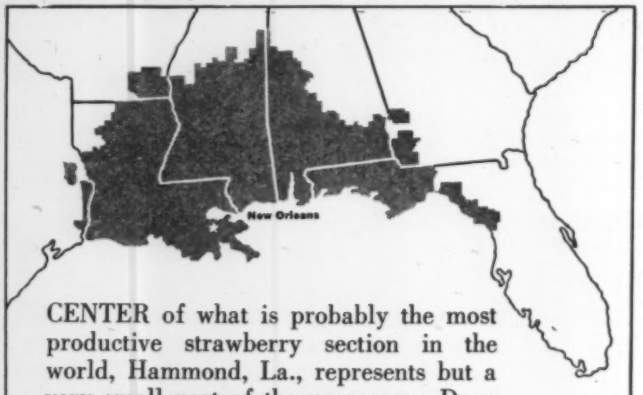
980 KILOCYCLES

The Strawberry Capital

—AT HAMMOND, LOUISIANA—

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivalled within a radius of hundreds of miles. To sell the Deep South, buy—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Vol. 24 • No. 17 APRIL 26, 19

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL *is the most economical buy in OMAHA*

For Outstate Nebraska - KFAB is a MUST!

"...THREE SPONSORS ARE FLIRTING WITH IT"

"MARCHING TO MUSIC" is marching to sponsorship at WHBQ as it is in many other alert radio stations. Like any ASCAP RADIO PROGRAM SERVICE show, it was written *to be sold*... by writers who are acknowledged leaders in their field. Any ASCAP-licensed station may have these programs without cost. Write or wire us today and learn how *music costs* are being turned into *music profits* by aggressive stations throughout the country.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

THE FRIENDLIEST SPOT ON YOUR DIAL — WHBQ — PHONE 8-6000

January 16, 1943

Mr. Robert L. Murray,
Radio Program Service,
American Society of Composers, Authors & Publishers,
New York City, N. Y.

Dear Mr. Murray:-

We are tremendously well pleased with the 10-minute ASCAP scripts MARCHING TO MUSIC. This program has been spotted at 12:05 to 12:15 PM following our noon news summary, and while it is on a sustaining basis at present and was inaugurated just last Monday, our sales force already reports three sponsors as "flirting" with the program.

Sustaining or commercial, the program is a welcome addition to our schedule, and we appreciate the material that we have so far received from the service ASCAP has so recently inaugurated.

With all good wishes, we are,

Sincerely,

BROADCASTING STATION WHBQ INC.

E A Alburty/C

E A Alburty
MANAGER

BROADCASTING STATION WHBQ, INC. • HOTEL GAYOSO, MEMPHIS, TENNESSEE

BLAZING THE T

HOW ELECTRONIC TELEVISION WAS CREATED BY RCA LABORATORIES... HISTORIC STEPS IN THE EVOLUTION OF THIS NEW SCIENCE

BACK IN 1929 a modest man with a quiet voice calmly announced two inventions... two amazing, almost magic devices that made it possible for radio to "see" as well as to "hear."

This man was Dr. V. K. Zworykin of RCA Laboratories. And his research in electronics gave radio its electronic "eyes" known as the Iconoscope and the Kinescope. The former is the radio "eye" behind the camera lens; the latter is the receiver's screen.

Since that red-letter day in television history, ceaseless research in the science of radio and electron optics has established RCA Laboratories as the guiding light of television.

The decade of the thirties saw television's coming-of-age. It brought new scientific instruments and discoveries; it developed new techniques of showmanship; it even created new words—televise, telecast, teleview, and telegenic.

In the evolution of television there have been "high spots"; historic milestones of progress; definite "firsts"—made possible by the services of RCA.

1928—1932—FROM THE FIRST EXPERIMENTAL STATION TO ALL-ELECTRONIC TELEVISION

Station W2XBS, New York, was licensed to RCA in 1928 to conduct television experiments. Transmitter located at laboratory in Van Courtlandt Park, was later moved to Photophone Building, 411 Fifth Avenue; then to New Amsterdam Theatre until 1931, when operations were transferred to Empire State Building.

On Jan. 16, 1930, Television pictures were transmitted by RCA from W2XBS at 411 Fifth Avenue and shown on 6-foot screen at RKO-Proctor's 59th Street Theatre, New York.

Television station W2XBS, operated by National Broadcasting Company, atop New Amsterdam Theatre, New York, opened for tests July 7, 1930, with the images whirled into space by a mechanical scanner.

Empire State Building, the world's loftiest sky-scraper, was selected by RCA as the transmitter and aerial site for ultra-short-wave television experiments using both mechanical and electrical scanners. Operation began October 30, 1931.

Field tests of 240-line, all-electronic television were made by RCA at Camden, N.J., with television signals relayed by radio from York through Mt. Arney, N.J., for the time, May 25, 1932.

1936—OUTDOOR TELEVISION

Television outdoors was demonstrated RCA at Camden, N. J., on April 24, 1936 local firemen participating in the pro broadcast on the 6-meter wave.

All-electronic television field tests of began June 29, 1936, from ultra-short transmitter in Empire State Building and on the pinnacle releasing 343-line picture

Radio manufacturers saw television dem strated by RCA on July 7, 1936, with artists and films used to entertain.

1937—ELECTRON "GUN" AND MOB TELEVISION DEMONSTRATE

Electron projection "gun" of RCA was dem strated on May 12, 1937, to Institute of Ra Engineers, with pictures projected on 8 x foot screen.

Television on 3 x 4-foot screen was dem strated by RCA to Society of Motion Pict Engineers on October 14, 1937; pictures w transmitted from Empire State Building t Radio City.

Mobile television vans operated by RC NBC appeared on the streets of New York first time, December 12, 1937.

1938—BROADWAY PLAY TELEVISED

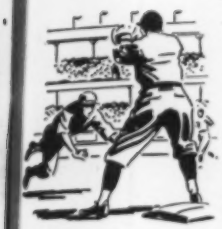
Scenes from a current Broadway play, "Sa and God," starring Gertrude Lawrence, w telecast on June 7, 1938, from NBC studi at Radio City.

RCA announced on October 20, 1938, th public television program service would b inaugurated and commercial receiving s offered to the public in April, 1939.

1939—BASEBALL—KING GEORGE VI—FOOTBALL

Opening ceremonies of the New York World Fair televised by NBC on April 30, 1939, a

TELEVISION TRAIL



cluded President Roosevelt as first Chief Executive to be seen by television.

"A first from the diamond." Columbia vs. Princeton, May 17, 1939, televised by NBC.

Improved television "eye" named the "Orthicon," introduced by RCA on June 8, 1939, added greater clarity and depth to the picture.

Television spectators in New York area on June 10, 1939, saw King George VI and Queen Elizabeth at the World's Fair, telecast by NBC.

Brooklyn Dodgers-Cincinnati game telecast by NBC on August 26, 1939, was the first major-league baseball game seen on the air.

First college football game—Fordham-Waynesburg—televised by NBC, September 30, 1939.

Television from NBC station in New York was picked up by RCA receiver in plane 20,000 feet over Washington, D. C., 200 miles away, October 17, 1939.

Television cameras of NBC scanned the scene in front of Capitol Theatre and in lobby at premiere of motion picture "Gone With The Wind," December 19, 1939.

1940—HOCKEY—COLOR—TRACK BIRD'S-EYE TELEVISION

Color television was demonstrated on February 6, 1940, to Federal Communications Commission by RCA at Camden, N. J.

First hockey game was televised by NBC camera in Madison Square Garden, February 25, 1940.

Basketball: Pittsburgh-Fordham, also NYU-Georgetown at Madison Square Garden were televised by NBC, February 28, 1940, as first basketball games seen on the air.

First Intercollegiate track meet at Madison Square Garden telecast on March 2, 1940.

Using RCA's new, compact and portable television transmitter, a panoramic view of New York was televised for the first time from an airplane on March 6, 1940. Television sightseers as far away as Schenectady saw the bird's-eye view of the metropolis.

Premiere of television opera on March 10, 1940, featured Metropolitan Opera stars in tabloid version of "Pagliacci."

First telecast of religious services on March 24, 1940, from NBC Radio City studios, were seen as far away as Lake Placid.

Ringling Brothers-Barnum and Bailey circus viewed on the air, April 25, 1940, through NBC electric camera in Madison Square Garden.

Television pictures on 4½ x 6-foot screen were demonstrated at RCA annual stockholders meeting May 7, 1940, at Radio City.

Republican National Convention was televised on June 24, 1940, through NBC's New York station via coaxial cable from Philadelphia.

Democratic National Convention films rushed by plane from Chicago for NBC were telecast in New York, July 15, 1940.

President Roosevelt was seen by television throughout the Metropolitan areas as he addressed Democratic rally, October 28, 1940, at Madison Square Garden.

Election returns on November 5, 1940, televised for first time by NBC, showed teletypes of press associations reporting the news.

1941—HOME RECEIVERS—PRIZE FIGHT —COMMERCIAL TELEVISION

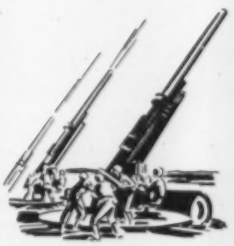
Television progress demonstrated to FCC on January 24, 1941, included: home-television receiver with 13½ x 18-inch translucent screen; television pictures 15 x 20 feet on New Yorker Theatre screen; pictures relayed by radio from Camp Upton, Long Island, to New York; also facsimile multiplexed with frequency modulation sound broadcast.

Television pictures in color were first put on the air by NBC from Empire State Building Transmitter on February 20, 1941.

Large-screen television featuring Overlin-Soose prize fight on May 9, 1941, at Madison Square Garden was demonstrated by RCA at New Yorker Theatre; also, on following days, baseball games from Ebbets Field, Brooklyn.

Commercial operation of television began July 1, 1941, on a minimum schedule of 15 hours a week. NBC's station WNBT, New York, the first commercially licensed transmitter to go on the air, issued the first television rate card for advertisers, and instituted commercial service with four commercial sponsors.

Entry of the United States in World War II, enlisted NBC television in New York to aid in illustrating civilian defense in air-raid instructions in the New York area.



1943—AMERICA AT WAR!

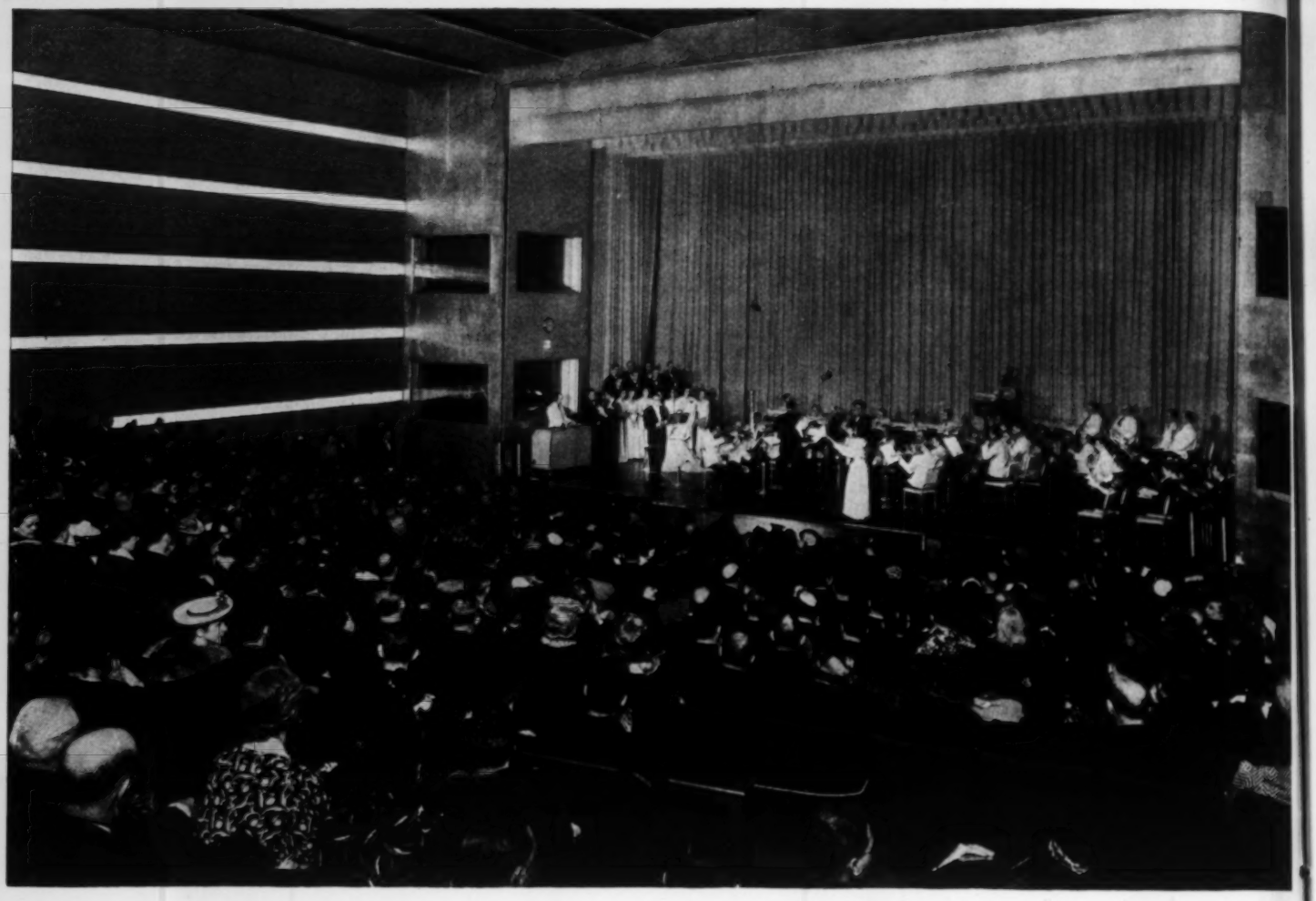
Today RCA Laboratories, pioneer in the science of electronics, is devoting all its efforts to the war.

Yet, from the discoveries, developments and inventions made under the urgency of war, will come greater wonders for the Better Tomorrow of a peacetime world.

RADIO CORPORATION OF AMERICA

RCA BUILDING, NEW YORK

CREATOR OF ELECTRONIC TELEVISION



A PROPER SETTING FOR YOUR SHOW

WGN provides mechanical perfection, production ability, creative showmanship—all working facilities complete in every detail for the best production of the advertisers' programs.

But WGN is not content with technical excellence alone.

As a valuable jewel is best exhibited to the public in a case designed to bring forth its brilliance, so WGN provides a showcase which adds lustre to your program.

WGN's studios are known countrywide for their beauty of design, luxuries of comfort, and ultra-modern broadcasting facilities. They form a fitting background for your show.

A Clear Channel Station

50,000 Watts WGN *720 Kilocycles*

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

here is a THEATRE

HERE IS A THEATRE with aisles that cross a continent ...a stage the size of a World's Series ball park or a world war battleground... an orchestra pit which can shift in 30 seconds from symphony to swing... and seats for 25,000,000 families, to be filled at the twist of a dial.

This is the Mutual theatre, opened in October, 1934. Scene of some of the greatest successes in radio, it is being continuously enlarged and improved by those who know the American audience firsthand—the individual members of the Mutual Network.

No wonder more and more advertisers are stepping to the Mutual footlights these days. Some have a message for the full house; for others Mutual assembles audiences from specially selected markets. In either case, this theatre can now be leased at the lowest rates in radio—and the box-office response is terrific.

* * *

Current milestone in Mutual progress is the opening, May 1, of the newest and finest radio playhouse in New York, as outstanding as the network's studios in Chicago and Hollywood.

THE MUTUAL BROADCASTING SYSTEM

PHOTO BY EWING GALLOWAY

A NEAR MISS

. . . DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

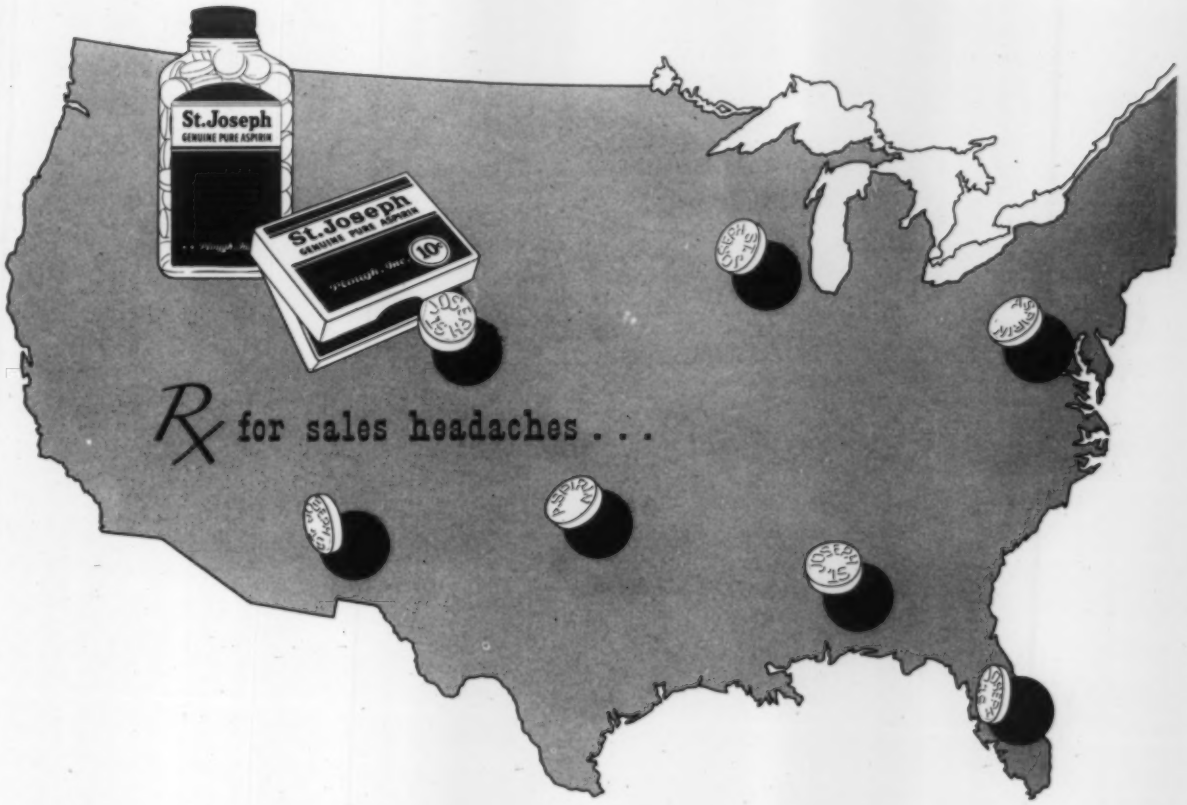
3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

(This advertisement, appearing also in FORTUNE Magazine for May, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.)



Plough, Inc. keeps spots before your ears with SPOT BROADCASTING*

On 325 radio stations from coast to coast, Plough, Inc. is selling millions on St. Joseph Aspirin, Penetro Products and Mexsana. Spot Broadcasting gives them a group of markets far larger than any network offers—with budgets in each precisely parallel to sales potentials, product by product. There's nothing wasted on barren areas—no profitable territories inadequately covered. And everywhere, Plough, Inc. can freely select the best station and the best broadcast times with ready-made audiences . . . to make their advertising more effective, more efficient.

Equally important today, Spot Radio gives advertising the speed to keep pace with rapidly changing sales conditions, production problems and war-time regulations. As a result, Spot Broadcasting is now the fastest-growing form of radio advertising.

Fast, flexible Spot Radio may well be the solution to your current advertising problems, and we suggest you talk to your John Blair man about it. He can give you quickly the benefit of his merchandising experience, his knowledge of radio and his familiarity with many of the nation's leading stations.

**Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.*

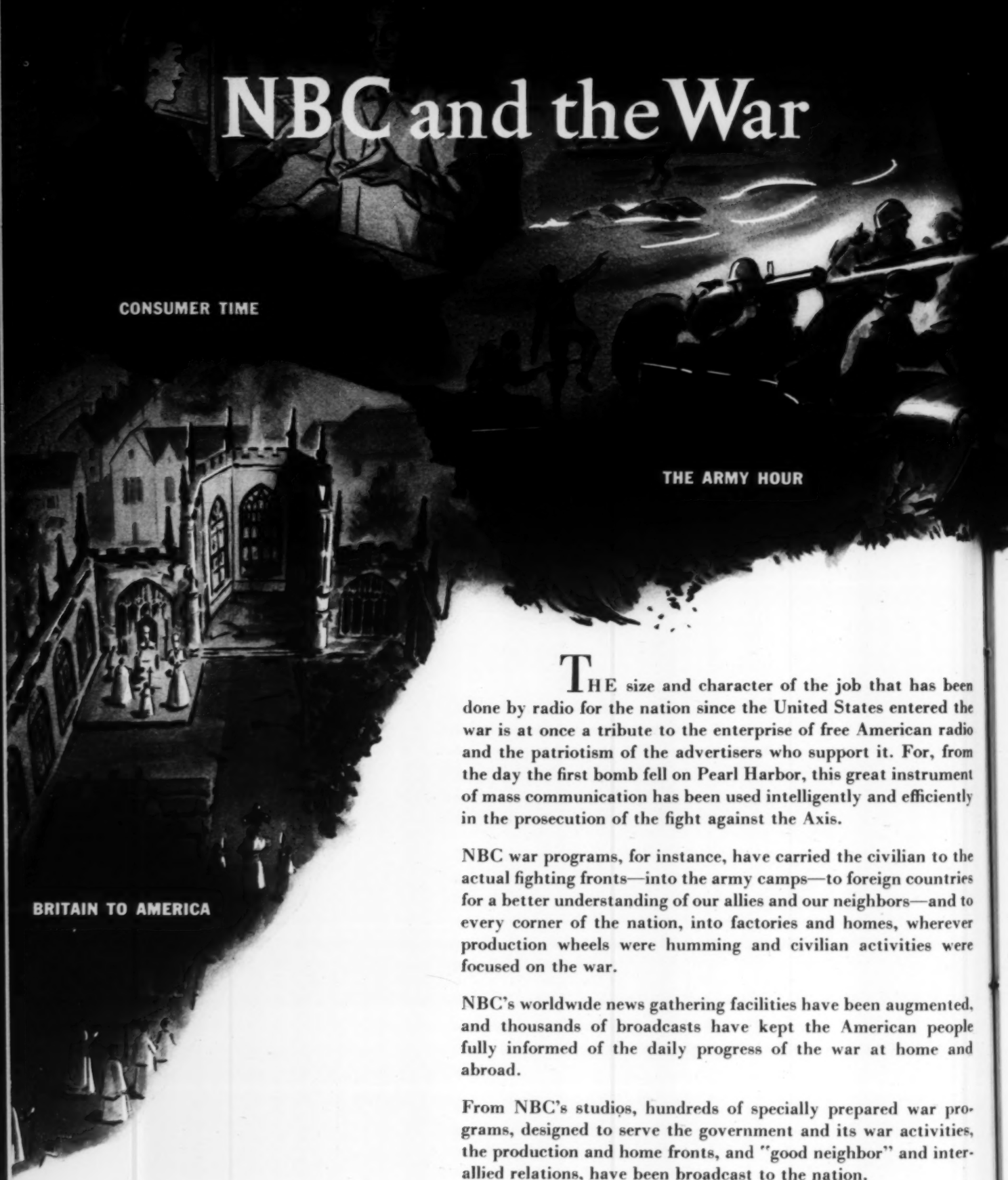
JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

NBC and the War



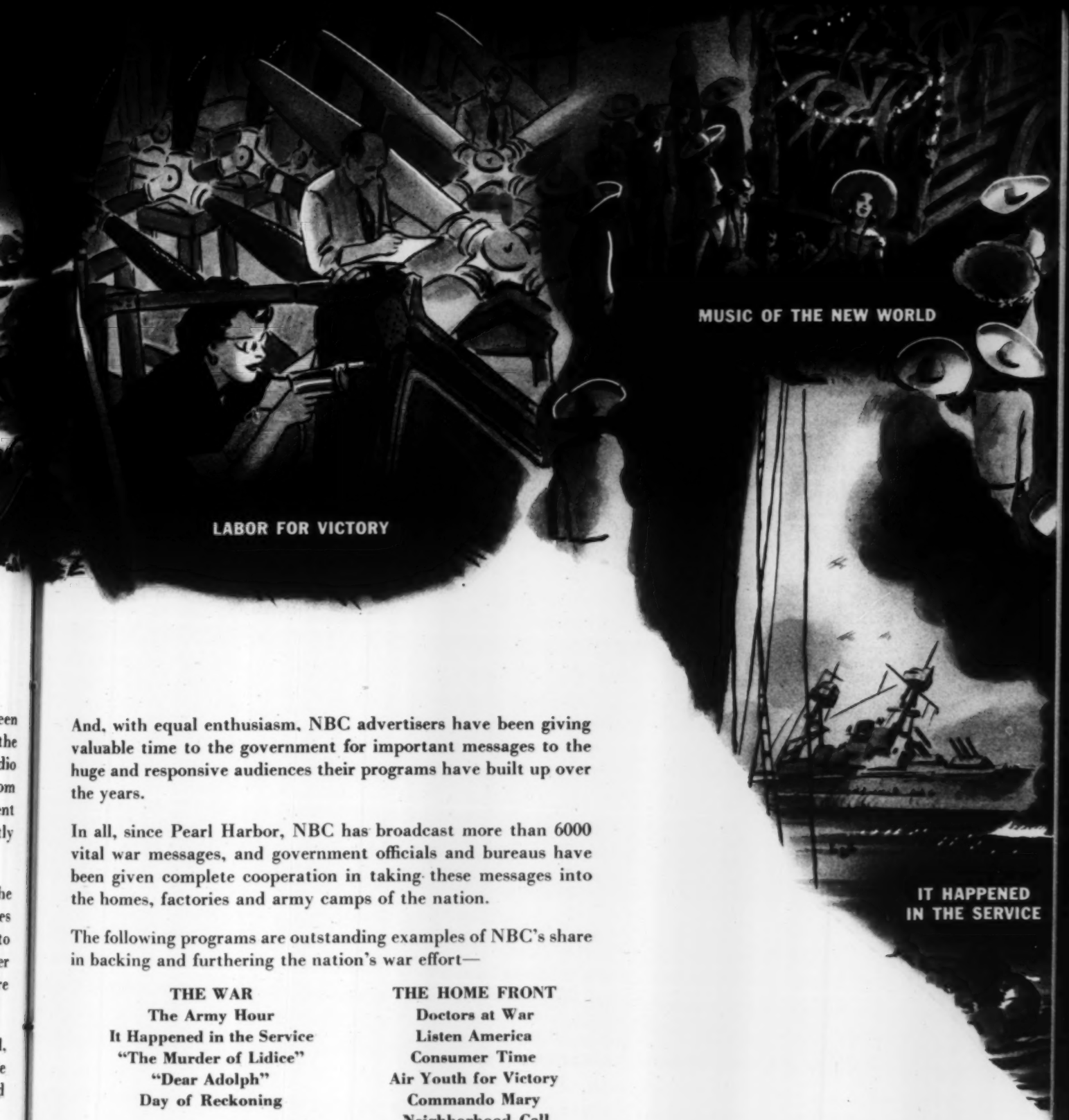
THE size and character of the job that has been done by radio for the nation since the United States entered the war is at once a tribute to the enterprise of free American radio and the patriotism of the advertisers who support it. For, from the day the first bomb fell on Pearl Harbor, this great instrument of mass communication has been used intelligently and efficiently in the prosecution of the fight against the Axis.

NBC war programs, for instance, have carried the civilian to the actual fighting fronts—into the army camps—to foreign countries for a better understanding of our allies and our neighbors—and to every corner of the nation, into factories and homes, wherever production wheels were humming and civilian activities were focused on the war.

NBC's worldwide news gathering facilities have been augmented, and thousands of broadcasts have kept the American people fully informed of the daily progress of the war at home and abroad.

From NBC's studios, hundreds of specially prepared war programs, designed to serve the government and its war activities, the production and home fronts, and "good neighbor" and inter-allied relations, have been broadcast to the nation.

Listen for the NBC chimes



And, with equal enthusiasm, NBC advertisers have been giving valuable time to the government for important messages to the huge and responsive audiences their programs have built up over the years.

In all, since Pearl Harbor, NBC has broadcast more than 6000 vital war messages, and government officials and bureaus have been given complete cooperation in taking these messages into the homes, factories and army camps of the nation.

The following programs are outstanding examples of NBC's share in backing and furthering the nation's war effort—

THE WAR
The Army Hour
It Happened in the Service
"The Murder of Lidice"
"Dear Adolph"
Day of Reckoning

INTER-ALLIED RELATIONS
Lands of the Free
Music of the New World
Pan-American Holiday
Britain to America

THE HOME FRONT
Doctors at War
Listen America
Consumer Time
Air Youth for Victory
Commando Mary
Neighborhood Call
Engineers at War
Labor for Victory
We Believe
Call to Youth
Plays for Americans

This is the NATIONAL BROADCASTING COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

LOREN STONE

ASSISTANT MANAGER, KIRO, SEATTLE

1931 Graduated, University of Washington (Degree in Journalism)
1931 Commercial Department, KOMO, Seattle
1934 Commercial Department, KOL, Seattle
1935 Sales Manager, KIRO, Seattle
1941 KIRO increased to 50,000 watts
1941 Assistant Manager, KIRO

BE NOT deceived, ladies and gents — Loren's name is Stone, but not his heart (or head!). On the contrary, Loren Stone's genial efficiency, his easy friendliness and his enthusiastic co-operativeness are by-words in Seattle. As Assistant Manager of KIRO, Loren has played no small part in making that station one of the real stand-outs on the Pacific Coast. . . .

It's a funny thing, come to think about it, how profoundly any radio station reflects its *management*—and how impossible it is for you or you or *you* to buy the best of radio stations unless you know their managements. Of course a certain percentage of stations limp along with perfectly "sound" but uninspired operation, just as do a certain percentage of all other businesses. But oh, *what a difference good management makes!*

Here at F&P we have always believed that "management *makes* the station". What's more, we never forget it, either from your standpoint or ours. Which is doubtless another reason why both the present and future look pretty good to us, here in this group of pioneer radio-station representatives!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6378 — NEW YORK: 444 Park Ave. Plaza 5-4131 — SAN FRANCISCO: 111 Sutter Sutter 4353 — HOLLYWOOD: 1714 N. Gordon Gladstone 5292 — ATLANTA: 122 Palmer Bld. Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 17 WASHINGTON, D. C., APRIL 26, 1943 $5.00 A YEAR—15c A COPY

Critical Problems Await NAB Conference

800 Expected to Hear Price, Davis, Fly; Post-War Thinking Dominant Topic

A WAR-HARDENED, more worldly-wise broadcasting industry convenes in Chicago, April 27-29, for the 21st time under the aegis of the NAB, to speed its war mission, learn first-hand from Government spokesmen immediate prospects in war rationing of manpower, materials and programs and to dip into post-war planning.

This was to have been the 21st annual convention of the NAB—its coming of age. Emergency conditions caused abandonment of the convention, however, and the War Conference, along with the legally requisite annual meeting of the association's membership, was called as a "military assignment" to take stock of the job since Pearl Harbor and talk shop with Washington's officials who direct radio's war effort.

Geared to War Tempo

Practically the entire condensed agenda, covering only 2½ days instead of four, is geared to the wartime tempo. All classes of broadcasters, NAB members and nonmembers alike, are on hand, for this transcends a trade association session. With presence of all but key station officials discouraged, the attendance is still expected to be substantial—about 800. Advance registrations were in excess of 600 last Friday.

There are no burning issues or internecine quarrels this year—in contrast to past annual meetings. All peacetime problems have paled into relative unimportance, under the stress of wartime operations.

Applauded for its accomplishments since the war began 16 months ago in carrying the burden of the Government's direct contacts with the public, the industry nevertheless is aware of the tortuous road ahead and of the tremendous task it must shoulder in the face of depleted personnel, deteriorating equipment and business uncertainties.

Despite absence of customary convention frills, the agenda arranged by NAB President Neville Miller will hold the attention of the delegates from the opening gavel to adjournment. Heading the list of Government speakers are Elmer Davis, OWI director; James Lawrence Fly, FCC chairman, and Byron Price, director of censorship. They are flanked by spokesmen from the War Manpower Commission, War Labor Board, Army, Navy, War Production Board and OWI.

William S. Paley, CBS president, whose outstanding success in network development is now legendary in all industry, will make his first appearance before an NAB convention as a scheduled speaker. He will discuss, from the practical operations angle, radio problems engendered by the war, in a panel along with Mr. Price; Don Stauffer, chief of OWI's radio branch; Andrew Dudley, OWI campaigns chief, and Dr. James R. Angell, public service counselor of NBC.

Petrillo Ban a Topic

Aside from the strict war topics, the crisis precipitated by AFM czar James C. Petrillo's recording ban will come into focus. The trend toward new legislation at this session of Congress also is on the agenda with industry support regarded as certain. President Miller last year urged amendment of the Communications Act to define clearly the regulatory functions—a position supported by the NAB board. Hearings on the Wheeler-White bill (S-814) to that end are scheduled to begin May 6.

Failure of the Supreme Court to hand down its opinion in the network monopoly proceedings prior to the conference eliminates that hot topic altogether. Argued before the Supreme Court last February, the appeals of NBC and CBS from the FCC's regulations designed to control option time and exclusive network affiliations, strike at the fundamental relationships between networks and affiliates. MBS supported the Government's position throughout these proceedings.

Chairman Fly Talks

If the opinion had been forthcoming prior to the War Conference, it would have been the main issue in pre-convention meetings between the networks and their affiliates. The whole fabric of prevailing business operations would of necessity undergo sweeping revision—and still will if the court affirms the Commission's position. The decision can't be forthcoming now until May 3 at the earliest, since the court is in recess.

More than cursory interest is displayed in the scheduled appearance of Chairman Fly—his first before an NAB gathering since the St. Louis convention in 1941, which ended in a furore. It was then that Mr. Fly sharply condemned the NAB and sought to inspire efforts toward creation of a new, competitive trade association.

That this situation has changed was evidenced in Mr. Fly's acceptance of President Miller's invitation to address the conference as the luncheon speaker on Wednesday. He also will talk over a nationwide CBS network the same day 2:15-2:30 (CWT) on radio's contribution in the war effort.

In his luncheon address, at which Mr. Fly proposes to "let his hair down," the chairman advised President Miller he would discuss "the manpower, materiel and small station question as well as other aspects of wartime operation." He commented that the meeting should prove valuable both to the Government and industry in providing an opportunity for joint discussion of problems confronting wartime broadcasting.

"More than ever before," he said, "it is essential that we have a sturdy broadcasting industry because of its important role in military and civilian morale. Both the Government and the individual broadcasters are determined that broadcasting service shall be maintained unimpaired. I believe that this meeting will help us all in doing that job."

Post-war Planning

Mr. Fly has devoted considerable time to the economic plight of small stations. It is expected he will bare to the conference the results of the Commission's recent quick audit of station business in 1942, which revealed that some 280 small stations are in the red with perhaps another 100 practically on the borderline.

The whole subject of small station operations comes before the conference at the closing business session Thursday, with a committee of 12 broadcasters named to present a report and recommendations. James W. Woodruff Jr., president of the Georgia Broadcasting System (WRBL, Columbus; WATL, Atlanta; WGPC, Albany) and an NAB director-at-large representing small stations, is chairman of this group (see agenda for committee).

Aside from discussion of these problems, post-war planning will figure prominently. Chairman Fly has made an exhaustive study of it, and it is presumed he will relay to the conference his proposals for establishment of a permanent committee to explore thoroughly impending technical developments. Presumably Government and industry leaders would be asked to participate.

What the industry may expect in

(*Continued on page 124*)

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'As Free as the Press' — *An Editorial*

A YEAR ago, radio went to its first wartime convention. There were grave doubts then about censorship, equipment shortages that might throw stations off the air, manpower drains, fighter command blackouts cutting sharply into revenue, business generally on the hot seat, and government programming inroads. These aside from the conventional convention headaches relating to copyright, musicians, legislation, internecine strife and the rest of the peace-time menu.

Today broadcasters go to their first War Conference, because this is no year for conventions. Despite the hardships of travel and the difficulties of leaving home, it's a good guess that more owners and executives will attend than ever before. That's because radio broadcasting has graduated since the war's outbreak. Its ownership is more cognizant than ever of the war-imposed responsibility and more mindful of the future.

Let's look at the year in retrospect!

Censorship, which might have been radio's thorniest problem (aside from complete Governmental operation), has been practically no problem at all, thanks to the voluntary system introduced by Chief Censor Byron Price and his able corps of assistants.

Not a single station has been forced to close because of lack of tube or other essential equipment, despite dire predictions and an overdose of interference from certain Government quarters. Here thanks goes to WPB and to Frank H. McIntosh, its civilian radio chief, who made technical ends meet by being old-fashioned enough to study the problem and get the result, without benefit of counsel or industry meetings in Washington's marble meeting halls.

The manpower problem has been tough, but it hasn't forced wholesale closures. Army fighter commands haven't had to snuff stations off indiscriminately. OWI, despite some internal discord and the time-grasping methods of many Government agencies, has done more than a respectable job. And business, save for the deplorable plight of some smaller stations in secondary markets, hasn't gone to hell in a hack.

The current state is a tribute to radio, for it constitutes recognition of the value and indispensability of the medium, in private hands, during the nation's greatest trial. Had it been otherwise, the industry would not have fared so well. But sight should not be lost of the fact that all this didn't just happen. For radio helped itself. It was in there pushing. Its trade association acquitted itself well. It operated on every front. Neville Miller pulled his weight.

It isn't suggested here for a moment that the job is done. It's only begun. We're headed to complete victory, but the end isn't yet in sight. Things happen fast in wartime.

In this issue we publish a series of articles on radio's war-time job and the post-war outlook. Most intriguing are those on technical developments and what they hold for radio. Broadcasters can't lose sight of the concommitant social, regulatory and poltical aspects. There is ever-present the danger of the cra down rigid regulationists getting a firmer h with the ultimate end of Government own ship.

There are those on the FCC who, despite nials, feel that a microphone constitutes much power in the hands of just an aver citizen—that the Government should con it and own it. They feel the same way a the power of the press, but the press is licensed because there's no problem of al cation or technical interference.

There might well in this post-war era be licensing of the press. Facsimile's full dev opment will eliminate the printing press in t newspaper process. Radio will deliver the new paper to the home. The newspaper then m be licensed. Television will mean the sam thing for the motion picture industry.

Freedom of the press is inextricably inte woven with freedom of radio. Congress m decide how these media are to be regulated this post-war era. Regulation there must b because orderly allocations are essential. W think it shouldn't extend beyond the physic job of policing the ether and of assuring qual field licensees.

Broadcasters are interested now in co tributing their mite toward swift, complete a nihilation of a ruthless enemy. They're doing that.

Broadcasters can assure themselves of thei post-war security, by fighting, demanding an exhorting all within earshot that radio mus be kept as free as the press.

NAB DISPLAYS

ALTHOUGH there will be no formal displays at the NAB War Conference, "display room" assignments at the Palmer House made to date are:

NAB Headquarters and Press Room	402
General Electric	736
INS	734
Schwimmer & Scott	733
Blaw-Knox	743
RCA Recording	742
Chicago Management Club	738
NAB Sales Managers	739
Keystone Broadcasting System	744
NBC Thesaurus	740
Standard Radio	731

Agency Breakfast

CHICAGO Radio Management Club, a group of Chicago agency radio and station executives, will hold forth in Suite 738, Palmer House, at the war conference. Buckingham Gunn, radio director of J. Walter Thompson Co., Chicago, is president. Jack North, media director of Aubrey, Moore and Wallace, Chicago, is in charge of the club's War Conference arrangements.

Headquarters of BROADCASTING Magazine will be maintained in the Palmer House during the NAB War Conference. Suite 703-704.

ADVANCE REGISTRATION FOR WAR CONFERENCE

For late registrations see page 32.

A

Abeloff, Irvin G., WRVA, Richmond, Va., Palmer House.
Adams, Mort, Keystone Broadcasting Co., Palmer House.
Adams, William J., WCHS, Charleston, W. Va. Palmer House.
Albertson, Roy L., WBNY, Buffalo, Palmer House.
Alburty, E. A., WHBQ, Memphis, Palmer House.
Allen, Edwin C., WIBA Madison, Wis., Palmer House.
Allen, Philip P., WLVA, Lynchburg, Va.,
Alley, J. Lindsey, WHIS, Bluefield, W. Va. Palmer House.
Appell, Louis J., WSBA, York, Pa., Palmer House.
Arnoux, Campbell, WTAR, Norfolk, Va.
Ashbacker, Mr. and Mrs. G. F., WKBZ, Muskegon, Mich., Palmer House.
Atteberry, Ellis, KCKN, Kansas City, Kan., Palmer House.
Azcarraga, Emilio, XEW, Mexico City. Palmer House.

B

Bailey, Mildred, WTAG, Worcester, Palmer House.
Balch, Owen, KSAL, Salina, Kan., Palmer House.
Baltimore, Abe C., WBRE, Wilkes-Barre, Pa., Palmer House.
Barber, James A., KGVO, Missoula, Mont., Palmer House.
Bartley, Robert T., WNAC, Boston, Ambassador Hotel.
Baldwin, J. M., KDYL, Salt Lake City,
Bausman, Robert E., WISH, Indianapolis, Ind., Palmer House.
Baylor, Dave, WGAR, Cleveland, Palmer House.
Becker, Aurelia S. (Mrs.), WTBO, Cumberland, Md., Palmer House.
Bell, J. C., WMBR, Jacksonville, Fla., Palmer House.
Bennett, Sam, KMBC, Kansas City, Palmer House.
Berk, S. Bernard, WAKR, Akron, Palmer House.
Berk, S. Bernard (Mrs.), WAKR, Akron, Palmer House.
Bill, Edgar L., WMBD, Peoria, Ill, Palmer House
Birdwell, Jay W., WBIR, Knoxville, Tenn., Palmer House.
Bishop, Frank L., KFEL, Denver, Col., Palmer House.
Bissell, George F., WMFF, Plattsburg, N. Y., Palmer House.
Blink, Milton, Standard Radio, Chicago.
Bliss, Sidney H., WCLO, Janesville, Wis.
Boice, Hugh K., WMBD, Peoria, Ill., Bismarck.
Bondurant, E. H., WHO, Des Moines, Palmer House.
Bonebrake, Matthew H., KOCY, Oklahoma City.
Booton, Fran H., WDZ, Tuscola, Ill., Medinah Club.
Born, Hiram H., WHBL, Sheboygan, Wis., Palmer House.
Borroff, E. R., WENR, Chicago, Palmer House.
Bowden, James L., WKBN, Youngstown, Palmer House.
Bowes, Frank, WBZ and WBZA, Boston, Drake.
Brackett, Quincy A., WSPR, Springfield, Mass., Palmer House.
Bradham, Douglass M., WTMC, Ocala, Fla., Palmer House.
Brandon, William M., WOC, Davenport, Palmer House.
Breen, Edward, KVFD, Fort Dodge, Ia.
Broderick, Mrs. Gertrude G., Federal Radio Edu. Com., Washington, Palmer House.
Brunton, Ralph R., KQW, San Jose, Cal., Palmer House.
Brown, Kenyon, KOMA, Oklahoma City, Palmer House.
Burbach, Mr. and Mrs. George, KSD, St. Louis, Palmer House.
Burke, Harold C., WBAL, Baltimore, Palmer House.
Burke, Harry D., WOW, Omaha, Drake.
Burton, Don A., WLBC, Muncie, Ind., Palmer House.

C

Callahan, Leonard D., SESAC, New York, Palmer House.
Callahan, Vincent F., U. S. Treasury, Washington, Palmer House.
Camp, Harry, WGAR, Cleveland, Palmer House.
Campbell, Martin, WFAA and KGKO, Dallas, Palmer House.
Carlson, Leonard T., WKBB, Dubuque, Ia. Palmer House.
Carpenter, James D., WKBB, Dubuque, Ia. Palmer House.
Carpenter, Johnny, KALE, Portland, Ore. Palmer House.
Carpenter, Ollie, L., WPTF, Raleigh, N. C., Palmer House.
Carr, Eugene, Office of Censorship, Washington, Palmer House.
Carrigan, Joe B., KWFT, Wichita Falls, Tex., Palmer House.
Cavanaugh, C. C., KTBI, Tacoma, Wash. Palmer House.
Chernoff, Howard L., WCHS-WPAR-WBLK-WSAZ, Charleston, W. Va., Palmer House.
Chilton, Ruth, WSYR, Syracuse, Palmer House.
Church, Arthur B., KMBC, Kansas City, Palmer House.
Church, Ken, WKRC, Cincinnati, Palmer House.
Clark, Plez, KFH, Wichita, Kan., Palmer House.
Clements, C. C., KYSM, Mankato, Minn.
Clipp, Roger W., WFIL, Philadelphia, Palmer House.
Coffman, Dale, WGY, Schenectady, N. Y. Palmer House.
Conley, John B., WOWO and WGL, Fort Wayne, Ind., Palmer House.
Cook, Charles R., WJPF, Herrin, Ill. Palmer House.
Coons, Sheldon R., New York, Palmer House.
Corken, Maurice J., WHBF, Rock Island, Ill., Bismarck.
Cosby, Clarence G., KXOK, St. Louis, Palmer House.
Coulson, W. Lee, WHAS, Louisville, Palmer House.
Covington, Bill, WCOV, Montgomery, Ala. Palmer House.
Craig, William F., WLBC, Muncie, Ind. Palmer House.

(*Continued on page 139*)

War Conference Dedicated to Victory

MR. MILLER

Program Is Devoted Entirely to Industry And Its Part in National Crisis

By NEVILLE MILLER
President, National Association of Broadcasters

WE ARE approaching the first War Conference in the history of radio. This young industry, born soon after the first World War, has achieved tremendous stature and virility at a time when it is most needed in the cause of a free people. Its strength has come from the spirit and traditions of a free America. Broadcasters realize their responsibility in this war. They realize that this war threatens civilization and must be won speedily. They realize that every day saved in the length of the war means saving thousands of lives as well as millions of dollars.

Therefore, this War Conference has replaced our usual annual convention. The program is devoted entirely to war problems; the speakers are mostly government representatives. Exchange of views between government representatives and broadcasters — and between broadcaster and broadcaster —will be the order of the day.

Voice of the Nation

When war came, radio's voice was the first to bring the electrifying news. Soon after, for the first time in the history of this country, America heard its united war cry echoing in every corner of the land through the magic of radio.

Then up and down our broad expanse, leaping mountains, spanning prairies, this giant stirred the United States of America to action, recruiting, reporting, selling bonds, driving for salvage, pleading for conservation, urging every home, every person to get into the war. The results are well known and are still piling up. There was undreamed-of power in radio's friendship with America.

Radio entered the war with a vast backlog of experience gained during the preceding two decades but war created new conditions and with them new problems. Loss of manpower, shortage of equipment,

(*Continued on page 131*)

PROGRAM OF THE NAB WAR CONFERENCE

Palmer House, Chicago, April 27-29

MONDAY, APRIL 26

Pre-Conference

9 a.m.—Registration, Corridor, 4th Floor
10:30 a.m.—Sales Managers Committee, Room 6
10:30 a.m.—Accounting Committee, Room 3
12:30 p.m.—American Federation of Musicians Steering Committee, Room 4.
2 p.m.—NAB Bureau of Copyrights board of Directors, Room 2
2 p.m.—Public Relations Committee, Room 1
2 p.m.—Research Committee, Room 3
2 p.m.—Engineering Committee, Room 5
2:30 p.m.—Code Committee, Room 793
3 p.m.—Retail Promotion Committee, Room 6
3 p.m.—Labor, Wage and Hour Committees, Room 4
4 p.m.—BMI Board, Room 3
7 p.m.—NAB Board of Directors Dinner and Meeting, Room 18

TUESDAY, APRIL 27

7:30 a.m.—Staff Breakfast
8:30 a.m.—Registration, Corridor, 4th floor.
8:30 a.m.—C. E. Hooper, Inc., Breakfast
10:30 a.m.—Business Session, Red Lacquer Room
President's Report
Secretary-Treasurer's Report
Appointment of Conference Committees
Proposed Amendments to By-Laws
10:45 a.m.—Manpower — a National and Industry Problem
Speakers: Lawrence A. Appley, executive director, War Manpower Commission; Almon Roth, wage stabilization and manpower director, War Labor Board; Lindsay Wellington, North American manager, British Broadcasting Corp., and Lt. Com. Patrick H. Winston, assistant executive, Selective Service System.
12:45 p.m.—Luncheon, Grand Ball Room. Elmer Davis, Director, Office of War Information, speaker.
Memorial to Radio War Dead
2:30 p.m.—Business Session, Red Lacquer Room. Navy and Radio. Speakers: Com. Morgan Reichner, Navy public relations, Washington, and Lt. Holman Faust, Navy public relations, Chicago. Needs of the Army—Officer, U. S. Signal Corps, Frank McIntosh, assistant director, Radio & Radar Division, War Production Board; Problems of the War—Col. R. Ernest Dupuy, chief, News division, War Dept. public relations; Col. E. J. F. Glavin, 1st Army command, 1st Corps area, New York; The War Dept. and Radio—Lt. Col. Edward M. Kirby, Radio, Division, War Dept. public relations; Capt. Frank E. Pellegrin, Radio Division, War Dept. public relations.
4:30 p.m.—Clear Channel Broadcasting Service, Room 8
4:40 p.m.—Network Affiliate Inc., Crystal Room
6:30 p.m.—Program Directors Executive Committee dinner, Room 18
6:30 p.m.—Small Stations Problems Committee, Room 7
8:30 p.m.—Program Managers Round-Table, Room 18

WEDNESDAY, APRIL 28

7:30 a.m.—Staff Breakfast
8:30 a.m.—Breakfast Round tables.
1. Manpower and Selective Service, Room 18. Speaker: Lt. Col. Ernest M. Culligan, War Manpower Commission and Lt. Com. Patrick H. Winston.
2. Foreign Language, Club Lounge. Speakers: Byron Price, director, Office of Censorship; Arthur Simon, WPEN, Philadelphia, chairman of the Foreign Language Wartime Control Committee, and Robert K. Richards, assistant, radio division, Office of Censorship.
3. Tubes, Equipment, Batteries, Receiving Sets, Club Dining Room —Frank McIntosh; Morris Weisz, industry consultant branch, labor production division, War Production Board, special consultant.
4. Music, Room 7—Merritt Tompkins, vice-president and general manager, BMI
5. Radio Management Club of Chicago, Room 14—Sales and Program Managers.

10:30 a.m. Business Session, Red Lacquer Room—Radio Problems and the War. Speakers: Byron Price, director, Office of Censorship; Don Stauffer, chief, radio branch, Office of War Information; Andrew Dudley, chief, campaigns section, Office of War Information; William S. Paley, president, CBS; and Dr. James R. Angell, public service counsellor, NBC.
12:45 p.m. Luncheon, Grand Ball Room. James Lawrence Fly, chairman, FCC, speaker.
2:30 p.m. Business Session, Red Lacquer Room — Sales Problems During Wartime. Speakers: Lewis H. Avery, director, department of broadcast advertising, NAB; Sheldon R. Coons, advertising consultant, and Paul W. Morency, WTIC, Hartford, Conn., chairman, Retail Promotion Plan Committee.
NAB Annual Meeting
1. Election of Directors-at-Large and Network Directors
2. Vote on By-Law Amendments

7:30 p.m.—"Desert Victory"—motion picture, Grand Ball Room
8:30 p.m.—"Sales—A Wartime Necessity," Room 14. Speakers: Lewis H. Avery, Helen Kennedy, Kroger Grocery & Baking Co., Cincinnati, and John A. Garber, Strawbridge and Clothier, Philadelphia.
8:30 p.m. — NAB Association of Women Directors, Room 7. Speakers: Mrs. Dorothy Lewis, NAB coordinator of listener activity; Willard D. Egolf, NAB assistant to the president, and Ruth Chilton, WSYR, Syracuse, New York, president, AWD.

THURSDAY, APRIL 29

7:30 a.m.—Staff Breakfast
8:30 a.m.—Breakfast Round-Tables, Room 7
1. Censorship—Speakers: J. Harold Ryan, Fort Industry stations, assistant director, Office of Censorship, and Gene Carr, WGAR, Cleveland, assistant, radio division, Office of Censorship.
2. Manpower; Women; 48-Hour Week; Wage Stabilization, Room 18—Speaker: William M. Newton, middlewestern representative, British Broadcasting Corp.
3. Office of War Information, Rooms 15-16—Speakers: Don Stauffer, chief, Radio Branch, Office of War Information; Philip H. Cohen, assistant chief, Radio Division, Office of War Information, and Richard Connor, acting chief, industry relations division, Office of War Information.
4. Sales Managers; Audience Measurement, Room 14—Speaker: Carlos Franco, vice-president, Young and Rubicam, Inc.
5. The Recording Ban, Club Dining Room—Speaker: Sydney Kaye, NAB music counsel.
6. Legislation and Taxation, Room 8. Speaker: Alger B. Chapman, lawyer, Alvord & Alvord, Washington, D. C.

10:30 a.m. Business Session, Grand Ball Room—Role of Advertising in Wartime
1. Recommended Standards for Coverage Maps—Speakers: Roger Clipp, WFIL, Philadelphia, chairman, NAB Research Committee; John M. Outler, Jr., WSB, Atlanta, chairman, NAB Sales Managers Executive Committee, and John Hymes, Foote, Cone & Belding.
2. The Small Stations Problems—Marshall Pengra, KRNR, Roseburg, Ore., speaker. Panel: Harold B. Thomas, president, Centaur Co.; William B. Lewis, assistant director, plans and production, Office of War Information, and James W. Woodruff, Jr., WATL, Atlanta, chairman, Small Stations Problems Steering Committee.

1:30 p.m. Luncheon, Grand Ball Room. Military speaker—Name withheld for military security.
Resolutions and Adjournment of Conference
2:30 p.m. Meeting of new NAB Board of Directors, Room 11

List of Group Meetings on page 28.

Future of FM Is Viewed by Its Invento

Like Story of the Superheterodyne, A Set for Every Purse

By EDWIN H. ARMSTRONG*

I HAVE been asked to make a prediction about the course which Frequency Modulation broadcasting is likely to follow during the postwar period. It is not possible, however, under present conditions to make a study upon which to base the type of forecast which most of your readers would like to have. No one has the time today to search out the facts and assemble the statistics to do that. Nor is it wise to enter into a contest in fantastic prophecy of which, in the field of radio, we have had too much of late.

It is, however, possible for me to indicate a method of appraising the future, which will enable each of your readers to make his own judgment of what is likely to happen. The best method of forecasting the future of FM is to look back over the history of its development, examine its position in the art when it was first introduced, study the predictions which were made for it at that time and compare its position in the art then with now.

Greeted With Skepticism

Applying this method to the development of Frequency Modulation broadcasting, and starting, for the sake of simplicity, with the first announcement of it in the press in April, 1935, we find that the statement of the elimination of static was greeted with extreme skepticism. By June of 1935 the skepticism had begun to disappear in responsible engineering circles, as shown by the following excerpt from an article in *Electronics* Magazine concerning the system:

"There appears to be no doubt that the system used actually does give a vastly better signal-to-noise ratio than conventional amplitude modulation methods. Several highly competent observers have witnessed demonstrations in which two receivers, one for amplitude modulation and the other for frequency modulation, were placed in operation side by side at Mr. Armstrong's laboratory at Haddonfield, N. J. Seven meter transmissions from the Empire State Tower in New York City were sent alternately by amplitude and frequency modulation. The amplitude modulation was buried in the noise, while the frequency modulation came through at the receiver with only barely perceptible noise background. The quality of the frequency modulation signal is comparable in every way to that of the best amplitude modulated systems." †

The curiosity as to how the result was accomplished, however, remained until a presentation of a technical paper before the Institute of Radio Engineers in November of 1935, when the system was fully explained. Although the presentation of this paper removed the word "impossible" from its hitherto inseparable connection with the problem of static elimination, a series of objections as to the system's practicability in broadcasting were immediately raised.

Two weeks after the presentation, a syndicated article of an interview with a prominent engineer labeled it as a visionary dream and stated that the search for a practical noise reducing system must go on. As time went on, other objections were raised against the system. It was pointed out that the transmitters were too complicated for practical use, that the receivers would be too costly and that broadcasting, in any event, was now established and the idea of changing over the complete system was entirely unthinkable. Ultrahigh frequency waves were said to be extremely limited in range and not capable of competing with the standard system. They were supposed, for some mysterious reason, to stop at the horizon. This last statement, if true, would of course have relegated FM to a purely auxiliary role in the scheme of things.

FCC Influenced

The system, because it operated in the wave range of automobile ignition interference, was supposed to be particularly vulnerable to such interference. Last, and most important, it was argued that it required 200 kilocycles instead of the usual 10 kilocycles which was supposed to be all that was necessary for good amplitude modulation broadcasting; therefore, there simply could not be room enough for such a wasteful system of communication when the needs of television were taken into account.

Just what part of these objections resulted from honest errors of engineering opinion and how much of it was due to wishful thinking by some members of the legal profession, will probably never be known. Both factors were present. The important point is that such objections were made and that they had their effect in the assignment of channels by the FCC in 1936.

It is difficult to put one's self back in the atmosphere of 1936, so as to realize the weight which these objections had at that time. A reference to the literature of the art is perhaps the best way to do it. It will be found that of all the industry representatives who appeared before the Federal Communications Commission in the June hearing of that year, with the exception of the writer, the sole support that FM received was the testimony of Paul de Mars, chief engineer of the Yankee Network.

What an extraordinary effect the constant reiteration of a plain misstatement of scientific fact can have will never be appreciated until one has experienced it. How seriously these continued statements of the line-of-sight limitation were taken appears from an article of as late a date as June 15, 1938. In that issue of BROADCASTING, referring to the possible performance of the Alpine transmitter then in process of construction, we find the following statement (no reflection, of course, on hard-working nontechnical editors who must get their information second-hand):

Spoke for Itself

"Whereas previous experience seemed to indicate that apex broadcasting was useful only for limited local areas, the claim is made for the Armstrong system that by catapulting the signals from substantial heights, very wide rural coverage can be procured, even exceeding that of stations in the conventional broadcast band . . . he (Armstrong) predicts coverage of the entire metropolitan area of New York, as well as extended contiguous rural territory. This result, if accomplished, would prove revolutionary."

There are numerous similar references in other publications.

All the objections were swept away by the simple engineering process of building transmitters and receivers and letting the system speak for itself. Transmitter manufacture was initiated by turning over to a small concern the necessary design data, and receiver manufacture was initiated by turning over to a large concern the necessary design data and subsidiary an initial order.

EDWIN H. ARMSTRONG

Yankee Enters

While this development was going on, a new phase had begun with the entry of the Yankee Network and Station WDRC into the field duly signified by the filing of applications with the FCC. Some hundreds of demonstrations to the trade interested broadcasters resulted in additional applications, that culminated in the final rush during the winter of '39-40. The 1940 hearing which resulted in placing FM on a commercial basis, in the expansion of the spectrum available, and in the solution of the troublesome problem of providing additional facilities for both commercial and educational stations is such recent history as to be known to all. Coincidentally, there were being constructed a large number of FM transmitting stations.

This ushered in a second stage of the development, wherein practically all the important manufacturers, with a single exception, started the production of combination FM-AM receivers.

Receivers Bought

The third and final stage was the purchase of many hundreds of thousands of these receivers by the public. Despite the fact that relatively few of the transmitters are operating at more than a fraction of their rated power and antenna efficiency and that few can be maintained under present conditions at top performance, surveys show the response of the public to be overwhelmingly favorable.

The most comprehensive of these indicated approximately half the listeners believed noise suppression to be FM's most important advantage. Another half selected the better quality of transmission. Geographical location of the sets may have played a part in this opinion. The approximately 10% who were not favorably impressed by FM can largely, I think, be accounted for by the existence of about that percentage of spurious FM sets.

Early Errors

The actual practice of the new art has shown the errors in some widely held opinions of a few years ago. One of these revolved about the belief that the majority of listeners had a defective sense of appreciation of music, as exemplified in their practice of setting the tone control of standard broadcast receivers to exclude the higher frequencies. The failure of several attempts in the past to successfully market so-called high fidelity re-

(*Continued on page 62*)

* The author, an oustanding engineer, is the inventor of the regenerative, superregenerative, and super-heterodyne circuits, which are basic in standard broadcasting, as well as FM.

† The complete article resulting from inquiries instituted by the editorial staff of *Electronics* Magazine, with only a few weeks time to carry out the investigation, is so remarkably correct as an appraisal of the situation that it is reproduced in its entirety on the opposite page.

BEFORE AND AFTER IN FM is depicted in these illustrations which show the way simplification inevitably follows in the wake of any new development. At the left is shown the first experimental receiver set up by Dr. Armstrong in the Marcellus Hartley Research Laboratory more than a decade ago. All of the equipment shown constituted the "receiver", embracing nearly 100 tubes. At the right is shown a modern receiver (G. E. Translator) revealing the extent to which the purely "frequency modulation" part of a receiver has been whittled down. "Those who learned their radio before the advent of broadcasting and who saw some of the earlier revolutions, never doubted what would take place in the present one," says Maj. Armstrong. "Witness Paul Godley's accurate appraisal of the FM situation in BROADCASTING of July 1, 1936."

Story in 1935 Told of FM Theory

System's Advantage Is "a Discrimination Against Noise"

Reprinted with permission from Electronics, June, 1935.

ON FRIDAY, April 26, 1935, Maj. E. H. Armstrong, famed for his work on the regenerative, super-regenerative, and superheterodyne circuits, announced in the daily press that he had developed a system of frequency-modulated radio transmission for use on the ultra-high frequencies which reduced the noise level to such an extent that the range of seven-meter signals had been extended from 25 to 100 miles.

The announcement was received with great interest by radio engineers, all of whom wished to know more about how it was done than appeared in the newspaper accounts. Maj. Armstrong has consistently refused to go into the details of his system until he has presented a paper on the subject before the IRE, which will not be possible until next fall.

The main question aroused by Maj. Armstrong's announcement was not how the frequency-modulated signals were transmitted and received, but how the use of frequency modulation discriminated against noise, which heretofore has been the ultimate limitation of all radio transmission. There appears to be no doubt that the system used actually does give a vastly better signal-to-noise ratio then conventional amplitude modulation methods. Several highly competent observers have witnessed demonstrations in which two receivers, one for amplitude modulation and the other for frequency modulation, were placed in operation side by side at Mr. Armstrong's laboratory at Haddonfield, N. J. (about five miles from Philadelphia). Seven-meter transmissions from the Empire State Tower in New York City were sent alternately by amplitude and frequency modulation. The amplitude modulation was buried in the noise, while the frequency modulation came through at the receiver with only barely perceptible noise background. The quality of the frequency-modulated signal is comparable in every way to that of the best amplitude modulated systems.

AM vs. FM

The concept of frequency modulation, while not difficult in itself, is sufficiently unfamiliar to have caused many misconceptions. In pure frequency modulation, the amplitude of the transmitted wave is kept constant, at the maximum power output of the transmitter. The modulation of the wave is accomplished by changing its frequency, in much the same way as if a condenser microphone were used as the tuning condenser in the tank circuit in an ultra-high frequency oscillator. By speaking into such a microphone, the frequency of the output would be swept through a band of frequencies, centering about the carrier frequency (the frequency when no modulation is present). The width of the band swept through depends upon the depth of modulation; for 100 per cent modulation the maximum band-width would be used.

If the modulation frequency is 1,000 cycles, the frequency of the transmitter is swept through the frequency range 1000 times per second, for 5000 cycles, 5000 times per second, and so on. It can be seen that 100 per cent modulation can occur within any desired bandwidth, depending upon the range of the frequency changing device (in our example, the maximum and minimum capacity of the condenser microphone).

Each frequency modulated transmitter has two distinct characteristics. One is its carrier (unmodulated) frequency. The other is the ratio of the maximum frequency displacement on each side of the carrier to the highest modulation frequency. In Armstrong's equipment this ratio is 10. Hence, since the highest modulation frequency used is 10,000 cps, the frequency displacement each side of the carrier is 100,000 cps, making a total band width of 200 kc.

It will be noticed, however, that the band width does not vary with the modulation frequency, but only with the depth of modulation. If this wide band width were used in the broadcast range (550 to 1500 kc.) it would constitute anywhere from 10 to 35 per cent of the carrier frequency. In the seven-meter (40 megacycles) range, however, it represents only one half of one per cent of the carrier frequency. This percentage is smaller than that consumed by broadcast stations (10 kc in 1000 kc, or 1 per cent).

Reception Signals

A frequency-modulated transmitter makes much more efficient use of its equipment than does an amplitude modulated transmitter. The power output of a frequency modulated transmitter is constant. For a 1-kw output, only 1 kw equipment is necessary, regardless of the depth of modulation. In the amplitude modulation system, however, where the peak power is four times the unmodulated power, 4 kw equipment (tubes and power supply) are required for a 1 kw signal.

If a pure frequency-modulated signal is received on a conventional receiver designed for operation on amplitude modulated signals, no response is obtained. It is necessary, therefore, to convert the frequency-modulated signals to amplitude-modulated signals, before they can be detected. The conversion is accomplished by a tuned radio frequency stage operating at one side of resonance.

When so operated, the output of the stage is proportional to the frequency of the input. To make use of the frequency modulation on each side of the carrier, two such circuits are required, operated in push-pull. One half of the system supplies increased output as the frequency goes higher than the carrier, while the other gives an increased output as the frequency goes lower than the carrier. The combined output is an amplitude modulated wave which can be amplified and detected in the usual manner. Specially designed circuits are required to have a response linear with frequency over the wide band-widths required; and it is supposed that Major Armstrong's development of these circuits is one of the most difficult of the entire system.

According to well-established theory, the radio frequency components of noise are fairly equally distributed throughout all wave lengths. Thus, the wider the band-width received, the more noise components there are present. Maj. Armstrong has found with his apparatus, on the contrary, that the wider the band-width received, the lower the noise level in relation to the signal received. This fact has been established beyond doubt. In fact, the wide band-width of 200 kc for full modulation was chosen because only by so doing could the noise be reduced sufficiently to permit satisfactory reception over the distances required (about 80-90 miles).

Noise Reduction

The explanation of this seeming direct contradiction of the theory is not yet forthcoming. Either the theory is not correct or else some unsuspected effect has been introduced by the use of frequency modulation. Maj. Armstrong, in upholding his right to explain the system in a carefully prepared paper, has not released any information on this point. Several published explanations of the noise-discrimination effect are in error, according to Mr. Armstrong. It is evident that the new system has revealed a new phenomenon; whether it resides in the physical distribution of noise components in the ultra-high frequency region, or in the method of transmission and reception, will be made clear in the forthcoming paper.

The fact of Maj. Armstrong's demonstrations is that noise from any source (including tube and circuit noises introduced before conversion) is greatly reduced, when a wide band is received, and that the weak underlying signal can be amplified up through the noise to a useful level.

McNutt Draws New Job Switch Rules

Government Revealed Controlling Most Transfers

GOVERNMENT control of virtually all job transfers was revealed last week as the real meaning of the so-called "job-freeze" announced April 17 by War Manpower Commission Chief Paul V. McNutt under the President's "hold-the-line" proclamation. [BROADCASTING, April 19.]

At news conferences on Monday and Thursday last week, officials of the WMC explained that additional explanatory regulations were still being prepared. These rules will permit some mobility for men in essential industries in non-stabilization agreement areas, but will make such job transfers subject to government consent.

Effect of Order

Revisions in the WMC program were largely influenced by an intense grilling which newsmen threw at the Manpower Commission chief when he announced his order. They showed that the original freeze denied men in essential industries in non-stabilization agreement areas opportunities to get jobs where their services would contribute more effectively to the war effort, and gave far greater freedom to workers in stabilization areas.

Mr. McNutt's order provides that employers engaged in essential occupations, such as broadcasting, may not hire men from other essential industries or other broadcast stations at higher pay without permission of the local WMC or within the rules of a stabilization agreement. Broadcasters and other employers in essential activities may hire persons not now engaged in essential work at any wage permitted under War Labor Board regulations.

At present, Mr. McNutt said on Monday, only 60 areas, mostly in the 35 critical labor shortage regions, have stabilization plans. The WMC envisions, however, that the entire country will eventually be covered with these employer-employe-government agreements to control hiring.

The coming regulations are expected to explain rights and duties of employers in handling "certificates of availability" which employes must get to transfer to new jobs. These certificates, according to the WMC, will be issued generally by the employer. They consist of a statement that the man is available; the name of the employer and employe, and his social security number. The regulation prohibits the employer from stating any further information.

Fowler Harper, assistant to Mr. McNutt, explained Thursday that the WMC is anxious to enforce its regulations with a minimum of red tape. He said employers should take initiative to issue the "certificates of availability". When they refuse workers may appeal to the USES.

Certificates of Availability, the WMC explains, are to be issued for the present only in areas where the WMC has stabilization plans in effect.

Certificates are now to be issued when a man is discharged; when he is laid off for more than a week; or when it can be established that his present employment does not utilize him at his highest skill or that he is not employed at full time. Further explanations of what "is in the interest of the war effort" may be included in the new rules.

Essential Industries

Despite labor criticism of the manpower program, officials point out that it merely carries out the President's instructions to prevent workers from taking jobs merely to get higher pay. They say no repeal can be ordered while the President's instructions stand. They admit, however, that by broad interpretation of what "is in the interests of the war" the freeze could be softened.

Mr. McNutt said last week that all 35 "essential industries" on the list are considered equally essential. He said however that area manpower directors have authority to establish priority lists of locally critical trades.

Radio broadcasting appeared on the essential list under Communication Services, number 29 on the list. Included were magazines of general circulation which are devoted primarily to the dissemination of public information; newspapers and news syndicates; production of motion pictures; protective signal systems which supplement fire and police protection to military, public and private industrial and commercial establishments; radio broadcasting; radio communications; submarine cable; telegraph; telephone; television. Production of communications equipment was listed in another group.

Union-management negotiation services were listed as essential. On Saturday a reporter asked Mr. McNutt if that included the attorney for the AFM. The WMC Chief laughed it off with a remark that, "It didn't. The union has to be performing an essential war job." Advertising men and advertising agencies were not on the essential list.

If Walls Could

IF WALLS could talk, the NAB War Conference breakfast session on censorship Thursday April 29 at 8:30 would be the feature attraction of the Conference. The breakfast roundtable will be held in Palmer House Room 8 where a few weeks ago James C. Petrillo and his AFM were huddled for three days and emerged with his "bad faith" accusation against the transcription and recording companies.

Transcribers Invited to Meet At New AFM Quarters, May 10

Negotiations Will Be Resumed With Hope That Mutual Understanding Will End Impasse

TRANSCRIPTION industry representatives will meet with James C. Petrillo, president of the American Federation of Musicians, and his executive board in the union's new headquarters in the General Electric Building, New York, on May 10, to resume negotiations for a solution to the AFM ban on the making of transcriptions.

New meeting date was set at a session between the two groups held in AFM's present headquarters on April 17, from which both sides emerged expressing the conviction that they were at last on a status of mutual understanding and that while they have not as yet arrived at a formula for solving the problems of both the transcribers and the union there is considerable hope that further conferences will produce a satisfactory solution to the present impasse, which has halted the manufacture of new musical recordings for nine months.

The April 17 meeting, an all-afternoon session, was the third AFM-transcriber conference in three days. On April 15 the union officials met with a combined group of the manufacturers of transcriptions and phonograph records, at which session it was agreed to split negotiations, with each group meeting separately with the AFM. While progress was made on the transcription talks, those between the union and the phonograph record contingent broke down on April 16, when, after a five-hour meeting, it was announced that no plan for a settlement had been reached and that the situation, as far as the phonograph record makers were concerned, was just where it had been since Aug. 1, 1942 [BROADCASTING, April 19].

When their meeting the following day had a happier outcome the transcription companies would have preferred to continue negotiations without interruption, but a number of the union's board members had to return to their home cities, making that impossible, and the May 10 date was agreed upon. There is a slight possibility that this date may be pushed forward to the week of May 3.

Spokesmen for both sides declined to reveal any details of their proposed plan of settlement or even to say such a plan has been formulated. They did, however, express confidence in their mutual sincerity in desiring to work out a settlement and in their willingness to meet as often and as long as may be necessary to bring about a resumption of the production of musical transcriptions.

Affiliates to Meet

NETWORK AFFILIATES will hold a general meeting during the NAB War Conference at the Palmer House on Tuesday, April 27, at 4:30 p.m. The directors will meet with Eugene Pulliam, president of the trade group, at the Drake Hotel for dinner and directors meeting, Monday, April 26.

GROUP MEETINGS AT WAR CONFERENCE

MONDAY

10 a.m.—BLUE Advisory group, Club Lounge, Palmer House

10:30 a.m.—CBS owned and operated stations and Radio Sales meeting—Dr. Frank Stanton, presiding—Room 7, Palmer House

10:30 a.m.—MBS Executive Committee meeting, Drake Hotel.

12:30 p.m.—MBS Board of Directors luncheon, Drake Hotel

2 p.m.—BLUE affiliates meeting, Club Lounge, Palmer House

4 p.m.—BLUE affiliates reception, Club Lounge, Palmer House

5:30 p.m.—MBS press conference with Miller McClintock, MBS president, Parlor C, Drake Hotel

6:30 p.m.—Network Affiliates Inc. board of directors dinner, Drake Hotel

8:30 p.m.—MBS affiliates meeting. Showing of Kodachrome film, "Mutual Policies and Plans." Speakers: Miller McClintock; Ed Wood Jr., sales manager; Robert Schmid, sales promotion manager, French Room, Drake Hotel

TUESDAY

8:30 a.m.—Hooper Audience Measurement Clinic and Breakfast, Crystal Room, Palmer House

4 p.m.—FM Broadcasters Inc., Polo Room, Ambassador East

4:30 p.m.—Clear Channel Broadcasting Service, Room 8, Palmer House

4:40 p.m.—Network Affiliates Inc. general meeting, Eugene S. Pulliam, president, presiding; Crystal Room, Palmer House

6:30 p.m.—CBS affiliates, advisory board dinner and meeting, Room 9, Palmer House

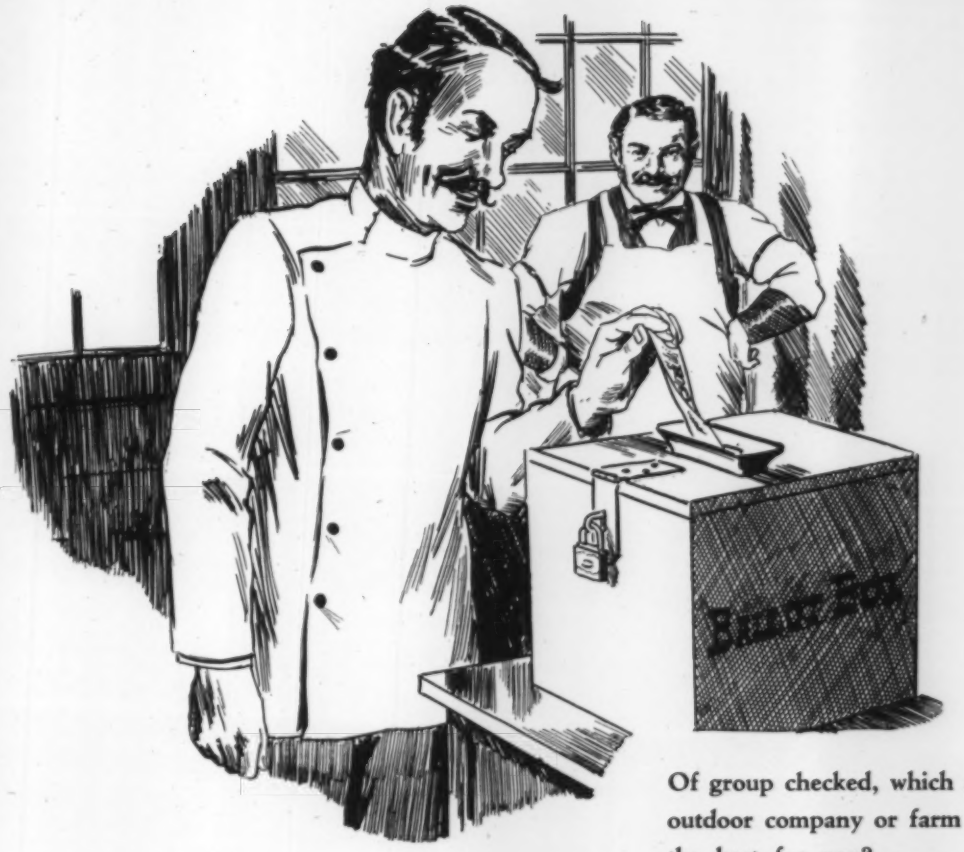
WEDNESDAY

8:30 p.m.—CBS affiliates meeting

THURSDAY

1:00 p.m.—MBS luncheon for agency executives and advertisers

5 p.m.—NBC affiliates and advisory committee meeting Room 6, Palmer House



IOWA DRUGGISTS VOTE EVEN HEAVIER THAN GROCERS FOR RADIO!

● A few weeks ago we described the Iowa Retail Grocers & Meat Dealers Assn. poll in which Iowa grocers voted overwhelming preference for Station WHO over all other media.

Now, results are in for a similar poll made by the Iowa Pharmaceutical Association. 1251 Association druggists were asked:

"Which state-wide advertising medium helps sell most goods for you? *Please check only one:*

- ☐ Radio Stations
- ☐ Large Daily Newspapers
- ☐ Outdoor Billboards
- ☐ Farm Papers

Of group checked, which *one* station, newspaper, outdoor company or farm paper do you consider the best for you?_____"

Here's how druggists voted their preferred media:

Radio Stations	87.4%
Daily Newspapers	7.8%
Farm Papers	4.5%
Billboards	0.3%

Radio in general got nearly seven times more votes than *all other media combined!*

The one most popular *radio station* got 65.1% of all votes for specific stations—nearly five times more votes than its next competitor!

Of course that "one most popular radio station" was WHO! . . . May we send you the *complete report?*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Let's Plan Now for Post-War, Says Jett

FM, Video Allocations Need Prompt Attention; Pre-Peace Prospects

By E. K. JETT

Chief Engineer, Federal Communications Commission

SOME WEEKS ago Prime Minister Churchill was heard by millions of radio listeners to say:

"When the fetters of wartime are struck off and we turn free hands to the industrial tasks of peace, we may be astonished at the progress in efficiency we shall suddenly find displayed. . . . The ceaseless improvement in wireless and the wonders of radio-location applied to arts of peace will employ the radio industry, agriculture and the cottage home."

This and similar statements of top-ranking officials regarding the future of radio will grow in importance as peace draws nearer. It is, therefore, important that we take full advantage of the opportunities that lie ahead by planning for the orderly development of engineering standards which will form the basis of all post-war operations in the various fields of communications.

Radio Planning

We shall, of course, continue to devote our greatest effort toward the winning of the war. Some of our best qualified experts will have no spare time worth mentioning to devote to postwar planning. There are, however, a number of government and industry experts prepared to assist in this work to the greatest extent possible. As you may already know, plans have been prepared for the formation of just such a group which will be announced shortly. Participation in the work will be extended to all interested industry and governmental organizations.

Back in November of last year Chairman James Lawrence Fly of the Commission, who also heads the BWC, spoke at the Rochester fall meeting of the RMA and IRE and urged these groups to initiate the necessary post-war planning. He predicted a great expansion of television and frequency modulation broadcast and general communications services, and pointed to the great surplus of radio equipment which may figure prominently in post-war planning. "There will be many thousands of men with new skills", said Mr. Fly—skills gained in the armed forces "which have to find a place". He mentioned the allocation and interference problems and stressed that we must look to the upper portion of the radio spectrum—the very high, ultra-high, and super-high frequencies—as the locus for expanding most of the domestic radio services.

E. K. JETT

Because of the secrecy which surrounds our wartime military operations it will be necessary to make haste slowly. We must not expect the release at this time of any technical data which may have a direct bearing upon the operations of the armed forces. However, it is possible, though no assurances whatever have been given, that the armed forces and civilian research specialists may offer some worthwhile assistance by steering the work of the planning groups along specific lines. Later, when peace is definitely in sight, we may expect the gradual relaxation of rules governing the disclosure of information; therefore, as we pass from one phase of the war to the next our planning groups should be able to develop more specific data and thereby keep the plans up-to-date and ready for almost immediate use.

It is dangerous at this time to speculate too much with respect to the future. On the other hand, it may be helpful to list some of the questions to be answered before any definite policy is adopted. The following questions, relating to broadcasting only and not intended to be an exhaustive list, may serve to outline some of the areas which must be explored:

Standard Band

1. *Standard band.* The stability of any broadcasting service can, for the most part, be measured by the number of sets in the hands of the public. A year ago the production of receivers was stopped by the WPB and, at that time, it was reported that nearly 60,000,000 sets were in operation in this country alone.

The new sets—certainly the better models—will incorporate FM and possibly television. The demand for such receivers will be very great. To back up this prediction, we need only look back to a normal year when 10,000,000 sets were produced, and consider the additional demand immediately following the end of the war when money will be more plentiful, when millions of obsolete sets will have to be replaced, and when millions of new families will want the latest and best model radios. Will the rapid growth of FM and television thus made possible affect adversely standard band broadcasting? Or alternatively, will the stabilizing effect of 60,000,000 standard band receivers load the scales against FM and television?

Standards Be Modified?

While the foregoing matters are being debated, the engineers will in all probability wish to consider the following questions:

(a) Should the Standards of Good Engineering Practice be modified, particularly with respect to allocation and the use of directional antennas?

(b) Should principles of allocation also take into account average static levels in various portions of the United States, sky wave propagation in different directions and different latitudes, F layer as well E layer reflections, etc.?

(c) Is there any need to extend the standard broadcast band, either up or down, during, say, the next five years?

(d) Is there any reason to change the restrictions on power for different classes of broadcast stations?

FM Problems

2. *FM:* According to reliable estimates approximately 500,000 FM sets are now owned by the public. Nearly all of these can also be used for standard band reception. In any case, the total number of FM receivers is less than one per cent of the total sets in service. It is, therefore, important that we take one more look at the present allocation of FM channels before new designs are made standard for production in the post-war period.

As I have pointed out above, the factor which most effectively freezes standards and allocations is the number of sets owned by the public; if the number of FM receivers goes much beyond the present figure of 500,000 it may be too late to standardize on new frequency bands.

In this connection, some of the questions to be studied are:

(a) Is the present allocation (43-50 Mc) the best for FM broadcasting?

(b) Should the present FM band be extended either up or down and, if so, how much?

(c) What new or modified standards should be adopted?

(d) Are mileage separations hertofore recognized for licensing purposes for same and adjacent channel operation, satisfactory?

(e) What degree of interference may be expected from sky wave propagation if the present FM band is retained?

(f) In view of the fidelity characteristics of the receivers manufactured, has too much stress been placed on high fidelity in FM transmission and programming? See also Question 7(b) below.

(g) Should allocation on the basis of trade areas be continued or is there a more satisfactory method?

(h) Should FM boosters be permitted and, if so, should they be allowed to operate unattended, and on channels different from the channel of the originating transmitter?

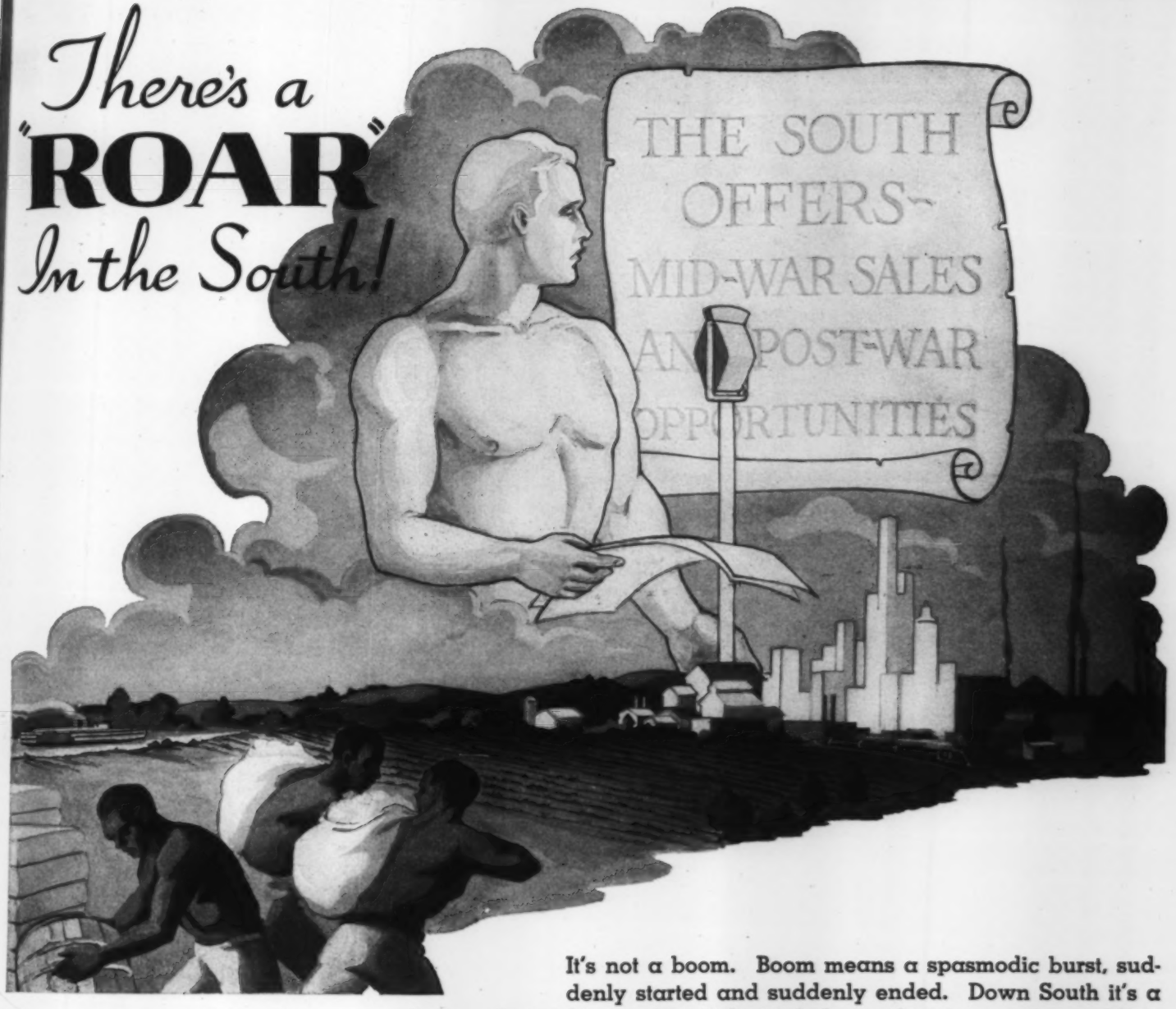
(i) What should be the standards for synchronous operation?

About Television

3. *Television:* The public investment in television receivers is relatively small as compared with

EVERY STATION executive has done something more than muse about radio after the war. FM, television, facsimile! Should he venture into those uncharted domains now? The author, engineer of renown, often described as an ideal public servant, poses in non-technical fashion, current problems of allocation, regulation and planning. He urges planning for the orderly development of engineering standards for post-war operations, and tells why. His comments are timely and highly important. It is MUST reading for anyone with a stake in radio. The writer has been chief engineer of the FCC since 1937; chairman of the Coordinating Committee of the Board of War Communications since its formation in 1941. His radio service dates back to 1911 when, a stripling of 18, he enlisted in the Navy and specialized in "wireless" while in that service.

There's a "ROAR" In the South!



It's not a boom. Boom means a spasmodic burst, suddenly started and suddenly ended. Down South it's a drone. A steady, constant industrial drone that began its rumbling roar in 1930.

Since then Dixie has showed 42.8 per cent of the nation's population increase. In the past 43 years the value of Southern manufactured products has increased 338 per cent. In the past two years, drug sales have zoomed up five per cent better than the rest of the nation. Rural retail sales have topped the national average.

This is the market where 50,000 watt WSM is blasting messages 18 hours a day. High power, low frequency and one of Radio's largest talent staffs combine to make WSM the Southern medium for mid-war sales and post-war opportunities. Send for case histories.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

NASHVILLE, TENNESSEE, HARRY L. STONE, Gen'l Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

EXECUTIVE PERSONNEL OF THE NAB

SEATED (l to r): Arthur Stringer, C. E. Arney Jr., Neville Miller, Willard D. Egolf, Paul F. Peter. Standing: Howard S. Frazier, Lewis H. Avery, Everett Revercomb, Walt Dennis, Russell Place, Joe Miller.

NEVILLE MILLER
President, NAB

Born Louisville, Ky.; Princeton, A.B. 1916; Harvard Law School, LL.B., 1920; lawyer; law teacher; Louisville law dean, 1930-33; Mayor of Louisville, 1933-37; assistant to president of Princeton U., Jan.-July, 1938; first full-time president, NAB, 1938-. Active in Democratic party circles in Louisville. Clubs: Pendennis, Elks, Louisville Bar Association; Kentucky Bar Association; American Bar Association; Rotary, Audubon C. C., Law, Salmagundi, Hyannis Port Yacht, Ivy, Princton of N. Y., Metropolitan of Washington, D. C.

CHARLES ELWOOD ARNEY, JR.
Secretary-Treasurer, NAB

Born Idaho Falls, Idaho; U. of Washington, LL.B., 1915; assistant to attorney general, State of Washington, 1915-18; assistant counsel, U. S. Shipping Board Emergency Fleet Corp., 1918-20; assistant manager, Seattle C. of C. 1920-23; executive secretary, Washington State Taxpayers association 1923-32; radio commentator, KOMO-KJR, 1932-35; public relations director, KOMO-KJR, 1936-40; assistant to president, NAB, 1940-43; secretary-treasurer, NAB, 1943-. Member, Sigma Nu; Phi Delta Phi.

LEWIS H. AVERY
Director of Broadcast Advertising, NAB

Born Seneca Falls, N. Y.; Union College; announcer, WGY, 1926; assistant to advertising manager, Mohawk Power Corp., 1928-30; promoted to advertising director, 1930; radio account executive, BBDO, 1930-32; manager of planning and service, WGR-WKBW, 1932; dircetor of sales, WGR-WKBW, 1933-39; account executive, Free & Peters, Chicago, 1939-42; director of broadcast advertising, NAB, 1942-. Member, Theta Delta Chi, Pi Delta Epsilon.

WALTER L. DENNIS
Chief, NAB News Bureau

Born Chicago, Illinois; Crane College; Northwestern U.; Sears, Roebuck mail order, Chicago, 1926-33 (three terms of employment); newspapers in Chicago, New York, Denver, Oklahoma City, Tulsa, 1933-41; associate farm editor, KVOO, 1941; sales promotion and merchandising manager, KVOO, 1941-43; chief, NAB News Bureau, 1943-.

WILLARD DURRE EGOLF
Assistant to the President, NAB

Born Kansas City, Missouri; Oklahoma U., LL.B., 1924; advertising business, Florida, 1925-28; account executive, Rogers, Gano Advertising agency, Tulsa, 1928-32; commercial manager, KVOO, 1932-43; assistant to the president, NAB, 1943-. Member Phi Gamma Delta, Phi Delta Phi; vice-president, Advertising Federation of America; Oklahoma Bar association; American Bar association.

HOWARD S. FRAZIER
Director of Engineering, NAB

Born Bridgeton, N. J.; operated station 3WI in 1919; control operator, WCAU, 1925-27; chief engineer, WABQ, 1927 - 29; chief engineer, Tauble-Haron stations (WPEN, WRAX, WTNJ, WFAB), 1929-34; private consulting radio engineer, 1934-37; president and general manager, WSNJ, 1937-42; sales engineer, RCA (1937-42); director of engineering, NAB, 1942-.

JOSEPH L. MILLER
Director of Labor Relations, NAB

Born Uniontown, Pa.; Haverford College, A.B., 1930; AP, 1931-38; director of labor relations, NAB, 1938-. Member, National Press Club, Arts Club.

PAUL F. PETER
Director of Research, NAB

Born Washington, D. C.; George Washington U.; Syracuse U., B.S.; office management, General Motors Acceptance Corp., 1928-29; chief statistician, NBC, 1929-35; chief statistician, RCA, 1935-36; executive secretary and research director Joint Committee on Radio Research, 1937-38; director of research, NAB, 1938-. Member Scabbard and Blade, Sigma Chi, American Marketing Association, American Statistical Association.

RUSSELL P. PLACE
General Counsel, NAB

Born Dover, N. H.; Harvard College, S.B., 1919; Harvard Law School, LL.B., 1922; lawyer, 1922-28; assistant trust officer, Lee, Higginson Trust Co., Boston, 1928-30; general agent, Aetna Life Insurance Co., 1930-35; insurance broker, 1935-38; associated with Raymond Whitcomb Co. (travel), 1939; general counsel, NAB, 1939-. Ensign, U. S. N. Reserve Flying Corps, 1918. Member, Masonic Order.

EVERETT EUGENE REVERCOMB
Auditor, NAB

Born Washington, D. C.; George Washington U., Duke U., A.B., 1935; office manager, Washington Golf and Country Club, 1934-35; auditor, NAB, 1935-.

ARTHUR STRINGER
Promotion Manager, NAB

Born Battle Creek, Michigan; U. of Michigan, U. of Chicago, Ph.B.; promotion manager, NAB, 1939-.

Late Registrations

Alley, J. Lindsey, WHIS, Bluefield, W. Va.
Barnham, Charles, WLAY, Muscle Shoals City, Ala.
Beaver, C. K., KARK, Little Rock, Ark.
Bell, Hillis, KVSO, Ardmore, Okla.
Bennett, Andrew W., Washington.
Field, Wm. J., KWFC, Hot Springs, Ark.
Ford, Marie. *Radio Showmanship.*
Garber, Milton B., KCRC, Enid, Okla.
Gleeson, William L., KPRO, Riverside, Cal.
Hayek, E. L., KATE, Albert Lea, Minn.
Keachie, J. K., RCA Service Co.
Laisms, Dr. E. W., KPRO, Riverside, Cal.
Lasker, George, WORL, Boston.
Martin, Reggie, WIZE, Springfield, Ohio.
Miller, C. W., Westinghouse.
Miller, Capt. Ruth, War Dept., Washington.
Newman, Lewis, The Daven Co.
S. H. Patterson, KSAN, San Francisco.
Richards, Robert E., Office of Censorship.
Riesen, Albert, KVSO, Ardmore, Okla.
Shannon, Ray, KQV, Pittsburgh, Pa.
Sperry, E. J., W. E. Long Co., Chicago.
Storer, Lt. Com. George B., Fort Industry Stations.
Ward, G. Pearson, KTTS, Springfield, Mo.
Winner, Lewis, *Communications Magazine.*
Zimmerman, C. E., KARK, Little Rock, Ark.

Weiser Named V-P

JOHN WEISER, Hollywood manager of Ruthrauff & Ryan, was recently elected a vice-president of that firm.

Edgar Bill Heads Public Relations

NAB Committee to Meet First At Conference April 26

FORMULATION of an active public relations campaign for radio by the NAB moved closer to fruition with the appointment last week of Edgar L. Bill, owner of WMBD, Peoria, as chairman of the Association's newly formed public relations committee.

NAB President Neville Miller last Tuesday announced appointment of Mr. Bill as chairman, along with membership of the full committee. Others are Ken Tips, manager, KPRC, Houston; Craig Lawrence, vice-president and general manager, Iowa Broadcasting Co., Des Moines; John F. Patt, general manager, WGAR, Cleveland; Leslie Joy, general manager, KYW, Philadelphia; Edgar H. Twamley, director, WBEN, Buffalo; Frank M. Russell, vice-president, NBC, and Dr. Frank Stanton, vice-president, CBS.

Works Under Egolf

Mr. Bill, one of the industry's best-known figures, was chairman of the NAB Code Committee several years ago when the industry's code of ethics was drafted. The committee will function through Willard D. Egolf, assistant to the president of NAB, who is in charge of public relations.

The first meeting of the committee was scheduled for the NAB War Conference in Chicago today (April 26). The NAB public relations plan, as approved by the board of directors last October, will be discussed and implemented at this meeting. It calls for a fully integrated campaign with the establishment of a staff at Washington headquarters for that purpose.

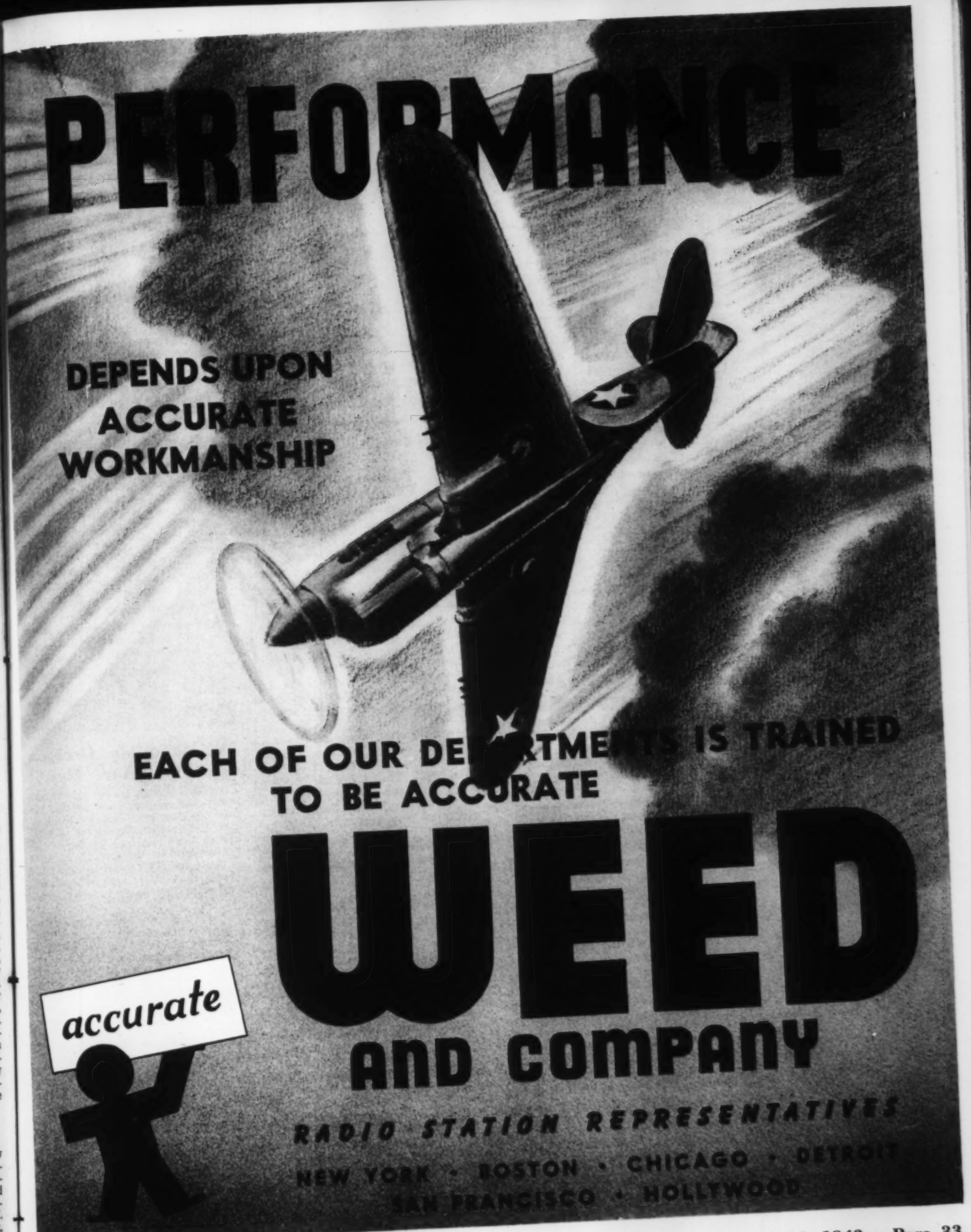
Meetings Draw Interest Of Agency Timebuyers

ADVERTISING agencies will be well represented by their timebuyers and radio directors at the NAB War Conference. Registered at the Palmer House are Linnea Nelson, J. Walter Thompson Co., N. Y.; Margaret Wylie, J. Walter Thompson Co., Chicago; Thomas Lynch, William Esty & Co.; Carlos Franco, Young & Rubicam; John Hymes, Foote, Cone & Belding; all of New York; and George Duram, K. W. Kastor & Sons Adv. Co.; Walter Schwimmer and R. J. Scott, Schwimmer & Scott; all of Chicago. MacFarland, Aveyard & Co., Chicago, will be represented by Evelyn Stark, radio director, and her assistant Bergliette Boe. Stanley Boynton, president of his own Detroit agency, is registered at the Drake.

Pond's Expanding

LAMONT, CORLISS & Co., New York, distributors for Pond's Extract Co., has completed a successful test for Pond's Cold Cream, and is now expanding its spot campaign to a number of stations. J. Walter Thompson Co., New York, is agency.

XUM


PERFORMANCE
DEPENDS UPON
ACCURATE
WORKMANSHIP
EACH OF OUR DE TME TS IS TRAINED
TO BE ACCURATE
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD
accurate

Organize Local War Information Job

Trend Is Toward Total Utilization Of Sponsored Programs

By CHESTER J. LaROCHE

Chairman of the Advertising Council

CHAIRMAN of the board of Young & Rubicam, Chester J. LaRoche a little more than a year ago announced the formation of the Advertising Council, sponsored by leading industry associations and representatives of advertisers and agencies. Mr. LaRoche had been commissioned by the AAAA and ANA as committee chairman to form the Council. Among the sponsors was the NAB. Recently Mr. LaRoche was awarded a gold medal "for distinguished services to advertising and for his efforts on behalf of advertising in wartime through the Council."

RADIO'S important role as a weapon of "psychological warfare" underlines a striking contrast between today's job of keeping the home front informed and inspired, and the record of performance set down during World War I.

Until the current conflict flared, the United States had no precedent for organizing information and propaganda to meet the needs of total war. The nearest thing to a pattern was the job performed in 1917-18 by the Creel Committee—a job that seemed big at that time, but which seems almost infinitesimal when placed alongside the task faced by government and industry in this war. Pearl Harbor made us take stock quickly.

New Way of Life

It was clear that the old pattern was obsolete, that if everybody in the nation was to be transformed into a "civilian fighter" every one had to be taught a new way of life. It was obvious that the job could be accomplished only by the complete and coordinated use of all available channels of communication.

Radio, an experimental device in 1918, is now a national institution. In 1917 there were few widely circulated publications, nor were there numerous magazines of more-than-a-million circulation. And where there was comparatively little counter propaganda in 1917, competing and confusing the government's story, this time we had to meet a long established and effective enemy propaganda campaign.

In 1918, the Division of Advertising of the Public Information Committee was a small volunteer group of advertising writers, artists, and advertising club members. Its contribution, though effective, involved the contribution of space in periodicals amounting to $159,275.64 per month. "On an annual basis," the Division's report stated, "this would have meant $1,811,307.82." In addition, advertisers purchased and gave to the committee space worth $340,981.12. The total donation amounted to $2,250,000, but only about $1,594,000 was used before the Armistice.

MR. LaROCHE

For comparison, it can be pointed out that this entire effort amounted to less than the appropriation involved in the metal and fats salvage campaigns financed in 1942 by the iron and steel, and soap industries. And advertisers, through the radio allocation plan, and the radio industry, are now contributing time and talent estimated by OWI at $100,000,000 a year.

Order from Chaos

The wartime contributions of the radio broadcasting industry and radio sponsors are too well known to readers of BROADCASTING to need retelling here. But it is interesting to look back over the past year and observe how the use of this important advertising medium has passed through several evolutionary stages.

The development of the radio allocation plan brought order out of chaos. It eliminated the flood of urgent appeals for time by government departments, each of which had an important war message to transmit to the people. The plan brought into being a workable pattern, with priority ratings issued by OWI as the authoritative guide. The plan also established a more orderly flow of war information, spread out over programs which command large audiences.

Initially, the task of converting radio advertising to war needs was a quantitative one. Numbers of listeners was the early objective. But as the allocation pattern moved ahead, the qualitative phase of the problem came in for more and more attention. Thus, brief war "commercials" inserted in programs at random, gave way to a concerted effort to weave the essential war theme into the fabric of the program itself.

Total Utilization

The new trend which I believe is necessary—and in the making—lies in the direction of devoting the sponsored program in its entirety to an explanation of home front needs. This can take the form of guest appearance by top government officials who can present needed information directly to the nation, or dramatization of the problem as the feature of the show.

This trend toward the utilization of commercial radio time entirely for war information, is consistent with the development that is taking place in other major media. In conveying to advertisers the information needs of the Government, the Advertising Council stresses the conversion of existing schedules. Thus, in newspapers, magazines and outdoor, more and more space is being devoted exclusively to war messages. Food rationing information, manpower needs, absenteeism, and other urgent current themes are being covered in this way.

Advertising Pool Plan

At first advertisers shied away from the "*idea*" of such advertising. On the surface it seemed to be purely philanthropic. The advertising council pointed out that such advertising was really not so philanthropic, that here was a sound way for business with little to sell to keep before the public names in which it had invested millions, that serving the people's interest was the best form of "public relations," but more important—that it would reap the *greatest profit in the world*, a profit far more important than money in the bank—the profit that will come from helping to save institutions that are so important to the American way of life.

All of us are inclined to look toward Washington for the solution of our warborn problems. Washington can set down the background pattern. Washington can specify information needs in national terms. But, dislocations in war occur locally—right in your own living room, kitchen, factory and office. When the same ones occur in enough places, the problem beomes serious and *national*—and it is called an economic, political or social problem and is dropped in Washington's lap. But even though a problem becomes national, still the corrections must come locally.

It is here that the greatest challenge to advertising lies, and it is here that advertising has its greatest opportunity for public service.

The Advertising Council has in preparation a community war advertising plan designed to "organize the local war information job" along orderly lines. The plan would eliminate the steady stream of appeals for information assistance that pours in daily on local advertisers, radio stations, newspapers and outdoor plants. By setting up a community advertising pool, the local effort can assume an orderly pattern. Radio stations have an opportunity to demonstrate leadership and appreciation of their public service responsibility by working hand in hand with other media and with local advertisers.

The plan should in no way interfere with the normal, healthy competition between media. But, in essence, it symbolizes the *new* competition of our wartime way of life—to see who can do the most for America.

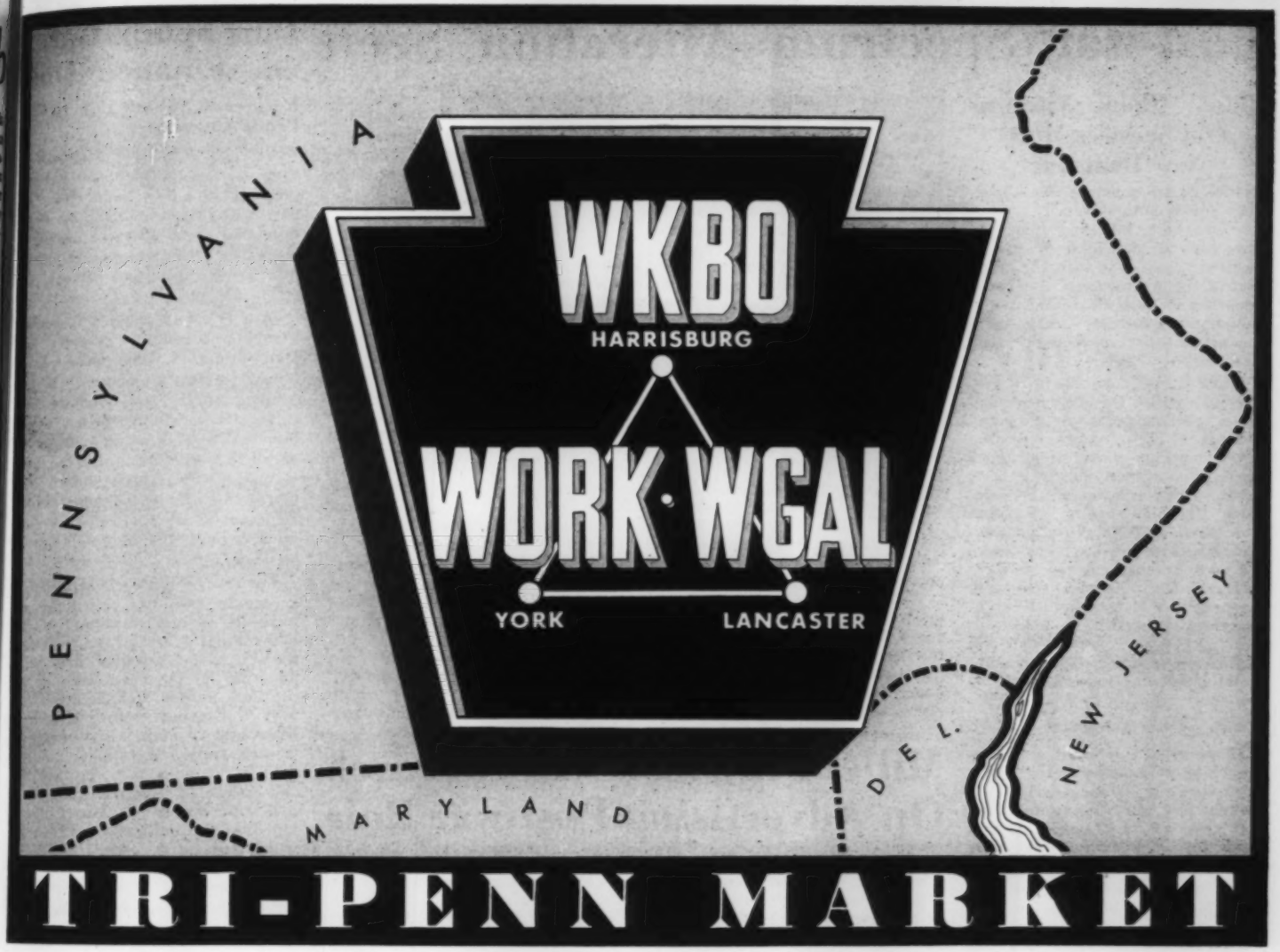
No Monopoly Decision Possible Before May 3

THERE CAN be no decision in the network monopoly case pending before the Supreme Court until May 3 at the earliest, by virtue of failure of that tribunal to decide the fundamentally important appeals of NBC and CBS against the FCC's regulations, at its session April 19. The court promptly recessed until May 3.

A ruling had been expected as early as mid-March, since the case had been argued Feb. 12. Brought under the Urgent Deficiencies Act, the appeals were from the decision of the statutory three-judge court in New York last fall, upholding the FCC's right to regulate network-affiliate contractual relations. Representatives of the networks and of the FCC have been present at every decision day since March 15, awaiting the opinion.

Columbia Film Newscast

COLUMBIA PICTURES Corp. sponsors *An Interpretation of the News* on WDRC, Hartford, three times weekly to promote the new movie "The More the Merrier". News commentator on the 10-minute feature, broadcast every night but Sunday, is George B. Armstead, Connecticut newspaperman.



TRI-PENN MARKET

THE *PLUS* BUY IN THE HEART OF PENNSYLVANIA

The Tri-Penn Market, composed of the trading areas of Harrisburg, York and Lancaster, is located right in the heart of the rich industrial and agricultural section of Pennsylvania. It is a responsive market which presents to advertisers an outstanding sales opportunity. Here's why.

WKBO in Harrisburg, WORK in York and WGAL in Lancaster blanket this market. No other station or stations service this area with *Primary* coverage. WKBO, WORK and WGAL are friendly, close to their individual communities. They make a definite contribution to the lives of the people they serve. The listeners are loyal and have complete confidence in these stations. The Pennsylvania Tri-Penn Market offers you a responsive, ready-made audience for your sales message.

Present your story in this market—you'll realize rich returns in both sales and good will. Linked by land wire, you can buy these three stations as a package—at an exceptionally attractive, combined low rate. Or, they can be purchased individually to suit your particular needs.

Let us *tell* you how we can produce sales for you in Pennsylvania's Tri-Penn Market. Wire or write direct to main office, 8 West King Street, Lancaster, Penna., or to *Sales Representative:*

PAUL H. RAYMER CO.
New York Chicago San Francisco

NBC • BLUE • MUTUAL

Post-war Spectrum Alteration Seen

Elbow Room Vital as Old Services Meet New Demands

IMPENDING changes in allocations for broadcast service, which may see both FM and television move up in the high frequency spectrum consistent with the trend toward the microwaves, are being discussed in both Government and industry engineering circles as a fundamental part of post-war radio planning.

While it is yet too early to predict just where these services will move, the tremendous development of the very high frequency portion of the spectrum in war uses augurs for removal of many post-war services to upper reaches of the spectrum. FM, now in the 45 megacycle band, might find better service and more elbow room above 100 megacycles. Some reports have indicated skip distance effects in the present FM band which might be remedied higher up. Moreover, with a virtual stampede for FM facilities seen after the war, additional space unquestionably will be needed.

Color Television

For television, which now has reserved 18 channels ranging up to approximately 300 megacycles, it is thought now that allocations above that area will be desirable so that bands may be available for color television transmission.

The whole question of post-war planning for radio and the electronic art now is an important topic among elements in these industries and in Government. FCC Chairman James Lawrence Fly has been devoting considerable attention to this field and it is assumed that such organizations as the Radio Manufacturers Assn., which already has set up a planning committee [BROADCASTING, April 19] and the Institute of Radio Engineers will become active participants in post-war planning under programs now being projected.

Reapportionment of the spectrum entails a far-reaching job because of the many new and revolutionary uses to which electronics and radio have been put in military communications operations. This preliminary planning goes to standardization of systems of service, particularly in the public fields like FM, television and facsimile. Both research and manufacturing, obviously, would have to fit into this scheme—hence the inevitable participation of the manufacturers of RMA and IRE in any broad-gauged plan.

Regarded as inevitable is a world conference of communications and radio experts of all nations following the war. New domains in the ether, heretofore unusable, must be staked off. Aside from the purely domestic services, the bands for international broadcasting must be enlarged for post-war operation since such international service will become commonplace.

Aviation communication, which has received phenomenal impetus since the war's outbreak, must be cared for with new ether space for domestic as well as international service. The present medium high frequencies largely used for this purpose commercially are not considered adequate or desirable. Maritime services also will undergo vast expansion using not only the long waves—below the existing broadcast band, which starts at 540 kc. —but also other frequencies up the scale.

Aviation, Maritime Needs

With the development of new broadcast services such as FM, according to this type of thinking, maritime services may take over some portions of the broadcast band —but not until adequate service is provided elsewhere.

With all these impending uses, most of them still ephemeral and undeveloped, it appears evident that the big post-war allocations will be the same as the pre-war situation —excruciating congestion over the entire spectrum. But the research in military, industry and university laboratories, now shrouded in secrecy, may open new portions of the spectrum heretofore regarded as wholly illusory and out of reach.

New Methods Coming

Multiplexing of frequencies, use of radio in lieu of cable or telephone line links for networking and numerous other innovations are regarded as practically assured even now.

At the international communications conference which will convene with peace, old methods of international allocations will have to be discarded. The problems have changed entirely. Heretofore allocations of facilities having international interference ranges have been in terms of exclusive rights. It is felt in informed Washington circles that the new allocations must be based on coordinated use of facilities and coordinated engineering standards of greatest possible efficiency. The United States is expected to provide leadership in this conference.

Washington observers look for a cooperative Government-industry planning group, to cut the pattern and fit global telecommunications.

Miller Proposes NAB Research On Advertising Post-war Role

A BROAD-gauged project to plan advertising's overall role in the post-war reconstruction period will be proposed to the NAB War Conference in Chicago at its opening session Tuesday by NAB President Neville Miller.

Disclosure last week of the decision of the National Industrial Conference Board, of New York, to drop the project for the present resulted in Mr. Miller's decision to initiate plans for prompt follow-through under NAB auspices. Mr. Miller cited the urgent need for such a study, to parallel consideration being given to technical developments in the radio and electronics fields.

Postponement Regretted

"We wholeheartedly supported the Conference Board project," Mr. Miller said, "and I believe NAB was one of the first organizations to contribute. I regret the decision to postpone the study, because I deem the work of such fundamental importance at this time. Rather than await developments, I propose to recommend a definite plan to the War Conference, feeling that the opportunity for action at this Conference should not slip by."

The original advertising study, projected by an important group of national advertisers and media representatives, was to appraise advertising as an instrument of economic and social progress, with special reference to its relation to the reconstruction of the consumer market after the war. The Conference Board had been requested by the sponsoring group, headed by James F. Bell, chairman of the board of General Mills, to undertake the research, for which a fund of approximately $100,000 was to have been raised. Radio was called upon to contribute $25,000, the press $25,000 and national advertisers $50,000.

The NAB last fall, upon recommendation of Niles Trammell, NBC president, and Mr. Miller, promptly approved a $2500 contribution to the fund, in behalf of the association. Each of the networks contributed separately to make up the $25,000 budget.

Mr. Miller was advised April 21 by George E. Shaw, controller of the Conference Board, that it had been agreed that conditions resulting from the increased pressure of the war would probably delay completion of the project within a reasonable period and that it appeared desirable to postpone the project and defer further solicitations until the situation is "more favorable for its prompt and expeditious accomplishment." The NAB contribution was returned, along with those of other contributors.

After outlining his plans to the War Conference in a general way, it is expected Mr. Miller will seek NAB Board concurrence and appointment of an industry committee. Whether other media will be invited, following the pattern of the original plan, is undetermined.

Durr Spurns Garey On Finance Qui

Refuses to Submit Data to Co Probe Committee

FIRST signs of real fireworks in the Cox Select Committee investigation of the FCC came last Friday with blunt refusal of Commissioner C. J. Durr to answer committee questionnaire inquiring into his financial and personal affairs.

In a letter to Eugene L. Garey, Committee general counsel, Mr. Durr said that while he had absolutely nothing to conceal" if the purpose of the questionnaire was to ascertain "whether or not I have been guilty of accepting bribes or of similar misconduct in the performance of my official duties," the matter should be referred to the Department of Justice. (See text of statement and of questionnaire on page 116.)

For several days the atmosphere about the FCC has been tense, as a result of several letters of inquiry from Mr. Garey. Washington's radio fraternity has been awaiting pyrotechnics both as to the Cox inquiry and the scheduled May 6 hearings before a Senate Interstate Commerce subcommittee on new radio legislation.

Nothing Beyond Date

Beyond setting the May 6 hearing date, the Senate committee, of which Senator Wheeler (D.-Mont.) is chairman, has made no announcement. It is expected FCC witnesses will be called along with any industry spokesmen who care to testify. The committee plans brief hearings—perhaps not more than two weeks. Testimony adduced last year during the hearings on the Sanders Bill before the House Interstate and Foreign Commerce Committee by reference will be incorporated in the Senate committee's record.

Coincident with the announcement by Chairman Cox, of the House committee, of the appointment of three new staff members, it was learned at the FCC that additional inquiries had been received from the committee regarding financial and business holdings of individual members of that agency.

Garey Names Aides

Latest appointees to the committee staff, bringing its total to 11, are Ambrose V. McCall, former head of the Fraud Bureau of the Attorney General's office in New York, named a senior attorney; Harvey D. Walker, Detroit attorney and former FBI special agent, as attorney-investigator, and Harry S. Barger, attorney for the last 20 years and a specialist in investigations since 1934, as investigator. Mr. Barger served with the General Accounting Office in Washing-

(*Continued on page 121*)

XUM

WOR's "Bessie Beatty" is today the highest rated* woman's service program in Greater-New York . . .

and "Bessie Beatty," we might add, has a limited number of openings available on her show

Advertisers, timebuyers, agencymen—the big trend in woman listening *is* to WOR. Square, root, or divide it by individual shows, or women's attitude about WOR in general; the answer's the same—WOR has what women want. In fact, asked Crossley, Inc. recently, "What New York radio station has programs that you feel give you the most help in your household work?" First choice with the 6,420 women asked was WOR.

—that power-full station at 1440 Broadway, in New York

WOR

★ according to the "WOR Continuing Study of Radio Listening." The rating? 5.0!

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

OWI, Censorship Agree On Authority

Jurisdictions Defined Relating to Press And Radio

AN AGREEMENT between the Office of Censorship and OWI was released last week, defining the jurisdiction of each in dealing with radio and press. Based on a working arrangement that has existed between the agencies since Nov. 5, 1942, the agreement says that OWI's function is "to disseminate and publish information" and Censorship's is "to keep from the enemy information that could be used to damage the United States."

Under the arrangement, OWI is recognized as an "appropriate authority" for the release of news. Any news cleared by such an "appropriate authority" may be published under both the radio and press codes. "As such an appropriate authority," the agreement says, "OWI is expected to know the limitations of the Code and accept responsibility for each instance in which Code limitations are exceeded."

Censorship Interprets

Censorship, under the agreement, is the exclusive authority for interpreting the code and for determining appropriate authorities. It may therefore exercise negative control over publication of information pertaining to the war effort. It may not, however, undertake to interpret the type of material appropriate for informational purposes.

OWI, the agreement says, has no power to prevent publication or broadcast of any material. Its staff in Washington and in the field is under instructions that OWI must confine itself to suggestions. Elmer Davis' office retains power, however, to exercise a veto on press releases from Government agencies.

Censorship is given principal regulatory power over domestic foreign language broadcasts, with OWI assisting by suggesting programs and stations that warrant monitoring and personnel requiring investigation. The two agencies will collaborate on international radio broadcasts, with OWI deciding foreign news and broadcast policy where military and naval security are not involved.

Official Agreement

Following is the agreement:

The Office of War Information and the Office of Censorship are charged by the President with certain related responsibilities. Expressd broadly, the responsibility of the OWI is to disseminate and publish information about the war effort which could be used to damage the United States.

The OC is concerned with two broad fields: domestic press and radio, and international communications. In the the censorship of international communications, the Director of Censorship has absolute discretion. Censorship discretion presumes the exercise of judgment, not the automatic application of a set of fixed rules. In a peoples' war such as this, an informed public—both our own and that of the enemy—is an asset of great offensive value. An intelligent and realistic censorship requires that in many instances the censor weigh the merits of a case to determine whether information might be more valuable to the war effort, if published, than harmful to it.

One of the responsibilities of the OWI is to make available to the masses of the people among our allies and our enemies facts about the American war effort, the American philosophy, American war aims and objectives. This means that much government-originated information must cross our borders as international communications. Conceivably many items of information might be considered either as information which should be disseminated and published for its positive value in the war effort, is held to be dangerous information which should be suppressed. This allows for a conflict of interpretation which could nullify the effectiveness of one or the other of the two agencies in executing the President's orders.

The purpose of this agreement is to establish a practical working arrangement between the two agencies which will prevent such conflicts of interpretation. Its spirit is a genuine respect by each agency for the problems and responsibilities of the other.

Domestic Press and Radio

Censorship of domestic press and radio is voluntary. The charter by which voluntary censorship operates is the Code of Wartime Practices. There is a separate code for the press and for radio, although both are based fundamentally on the same concepts. These codes were prepared in collaboration with all of those agencies of the Government which originate or release war news for publication or broadcast, and additionally in collaboration with the newspaper and radio industries.

In both codes all of the classifications of news considered restricted are appropriate for publication if the information is officially made available for publication by an appropriate authority in the Government. The departments, or responsible agents of the departments, which originate or release war news are considered "appropriate authority."

The OWI, vested with the authority to release, disseminate and publish war information, is an "appropriate authority" within the meaning of that term in the Code. As such an appropriate authority the OWI is expected to know the limitations of the Code and accept responsibility in each instance in which Code limitations are exceeded.

In order to avoid unnecessary inquiries of other war agencies and of the press by the OC, the OWI will notify the Press or Broadcasting Division, as the circumstance may determine, of any release or authorization to publish information which goes beyond the restrictions of the Code. This can be done either by phone, or by mailing a copy of the release. Key personnel of the operating bureaus of the OWI will be instructed by the Director to inform the OC promptly of its release or authorization to release matter which exceeds the restrictions of the Code.

When the OWI issues a release which concerns any other war agency, OC will take it for granted that the OWI is speaking authoritatively for the agency in question.

It is understood that in its relations with other departments of the Government, the OWI may elect to function either negatively or affirmatively. It may decide what a given Government agency should not release as well as what a given agency of the Government should or must release.

The OWI recognizes Censorship's exclusive responsibility for press and radio censorship, for interpreting the press and radio codes and for determining the validity of an alleged appropriate authority.

The OC, likewise, recognizes OWI's responsibility for the accomplishment of U. S. information objectives, a responsibility which frequently requires that the OWI advise press, radio and motion pictures on certain aspects of war information. In order to avoid the exercise of Censorship controls, the OWI does not itself tell press, radio and motion pictures what *cannot* be presented, but confines itself to suggestions, avoiding the implication of a negative authority which it does not possess.

OWI employes, both in Washington and in the field, are specifically instructed in situations of this kind to state that the OWI has no authority regarding what *cannot* be published.

It is agreed therefore that neither the OWI nor any of its representatives will exercise any of the functions of the OC with regard to press and radio. By the same token neither the OC nor any of its representatives will undertake to interpret what type of material is to be considered proper for informational or other purposes, the determination of which is the responsibility of the OWI.

Close day-by-day liaison will be maintained by the Press and Broadcasting Divisions of the OC, under N. R. Howard and J. H. Ryan respectively, and the OWI.

Foreign Language Radio

In the field of domestic foreign language radio the Office of War Information recognizes the OC as the principal regulatory authority.

In recognition of this responsibility of the OC, the OWI will itself refrain from regulatory activity in matters of radio station personnel, transmitting to the OC all the information in its possession about foreign language programs, personnel and radio station policy relevant to Censorship's regulatory duties. The OWI, in addition, will make suggestions to the OWI concerning programs and stations which, in its opinion, warrant monitoring attention and will consult with the Office of Censorship in determining which of the several available regulatory procedures are indicated in specific cases of broadcasting malpractice.

The OC recognizes the proper interest of the OWI in the field of domestic foreign language radio, in matters other than mere program content. The effectiveness of foreign language broadcasting in the United States can, it recognizes, be nullified by such factors as the personal history of the announcer, voice inflection, and the nature of preceding and following programs. While the OC cannot be responsible for systematic detection of these malpractices it will cooperate to the fullest extent with the OWI in the examination of evidence assembled by the OWI or by other government agencies and will initiate prompt regulatory action in accordance with this evidence, in those cases which come under its jurisdiction.

The OC will arrange for the audition of recordings and the reading of translations by the OWI of foreign language programs monitored for the OC. In addition, the OC will give consideration, wherever possible and reasonable, to suggestions as to stations or programs which should, in the judgment of the OWI, be monitored.

Responsibility for the censorship of international communications is vested in the Director of Censorship. It is the desire of the OC, however, to allow the OWI the greatest possible freedom in the use of international communications for disseminating information beyond our borders. To ensure maximum freedom of action, it is agreed that censorship of material for international dissemination will be accomplished through a system of close collaboration, rather than by arbitrary independent action, although final responsibility in any irreconcilable difference must rest with the Office of Censorship.

Close collaboration by the OC with the OWI will be based upon the recognition by the OC that the OWI is the principal propagator of overseas information for the United States Government and as such is considered by the OC to be the competent authority on foreign news and broadcast policy when military and naval security values are not involved.

For these reasons the OC will put the weight of its appraisal of the content of material transmitted by the OWI on tangible security considerations as disinct from intangible psychological or policy considerations. Considered requests made by the OWI for the passage of material will be weighed by the OC as judgments based upon a careful evaluation of the informational advantages to be gained from its distribution.

In the timing of international news transmission the OC will honor the judgments of the OWI in the manner described in the following paragraph.

The OC will approve the passage two or three hours in advance, of official speeches and news releases intended for controlled distribution overseas, provided the OWI adopts adequate security measures both to and within the country in which the controlled circulation takes place. Specifically, the security applied by the British Ministry of Information in England under the Defense of the Realm Act, and its stricture, "Not for publication or broadcast, not to be cabled abroad or broadcast in any country before——— hour," shall be deemed adequate by the OC for advance distribution by the OWI.

International Mail

It is understood that the OC shall not censor interoffice communications between the OWI and its outposts or representatives abroad when such communications are transmitted in code.

The OC will designate a censor through whom matter destined for the official use of the OWI in London shall pass. This censor shall be made familiar with the unusual requirements in official and semi-official information of the London office of the OWI. The OC shall retain final authority for the passage of material, but it is understood that the usual restrictions affecting the export of official and restricted documents will not be applied, except when such documents affect military security.

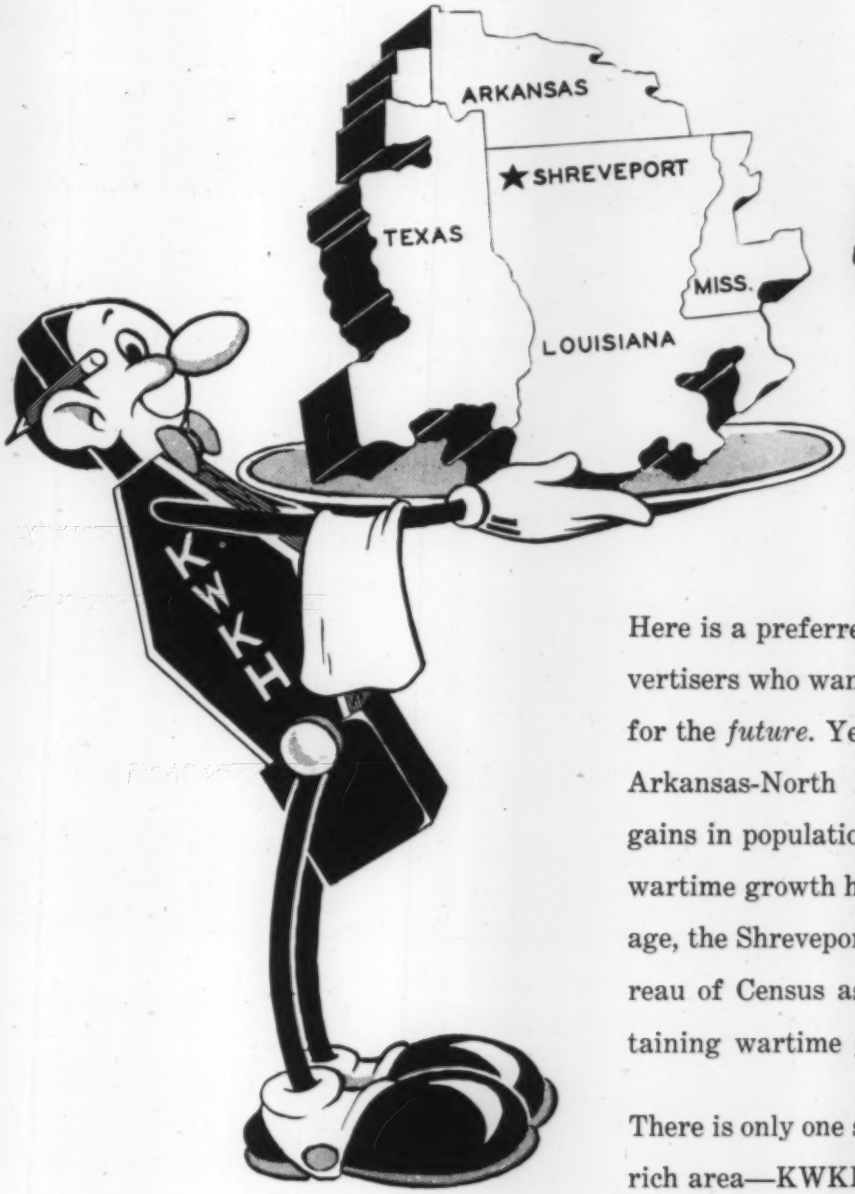
The OWI will present all such material to the designated Censorship desk, ready for shipment, and will make itself responsible for the security of the material in the British Isles.

This agreement is based upon the collective experience of the two agencies to date and serves to clarify existing areas of interaction between the two agencies. It cannot, however, describe in detail every contingency which may arise in the future and require clarification.

When new areas of interaction develop it is understood that they shall be examined in the spirit and in accordance with the precedent of this agreement by consultation between representatives of the two offices.

Helpmate

NOBODY expects manpower shortages after the war, but good planning meets every contingency. Wilton Cobb, general manager of WMAZ, Macon, Ga., and a man of vision, has prepared against any future scarcity of engineers. For Mrs. Cobb has joined the WAACs and is now immersed in the study of radio operation at the Midland Radio and Television School, Kansas City.



HERE IT IS!

Here is a preferred market . . . preferred by alert advertisers who want to build sales *now* and insure sales for the *future*. Year after year the East Texas-South Arkansas-North Louisiana area has shown steady gains in population and spendable income. And, while wartime growth has been far above the national average, the Shreveport area has been classified by the Bureau of Census as "having excellent prospects of retaining wartime growth."

There is only one station big enough to cover all of this rich area—KWKH with its 50,000 watts. It's the preferred station by advertisers and listeners alike. Advertisers choose it for results it brings—listeners depend on it for its good programming and high standard of service.

CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000.

Member South Central Quality Net.

Ask Branham Company for details.

CBS 50,000 WATTS

cover it with

KWKH

A SHREVEPORT TIMES STATION

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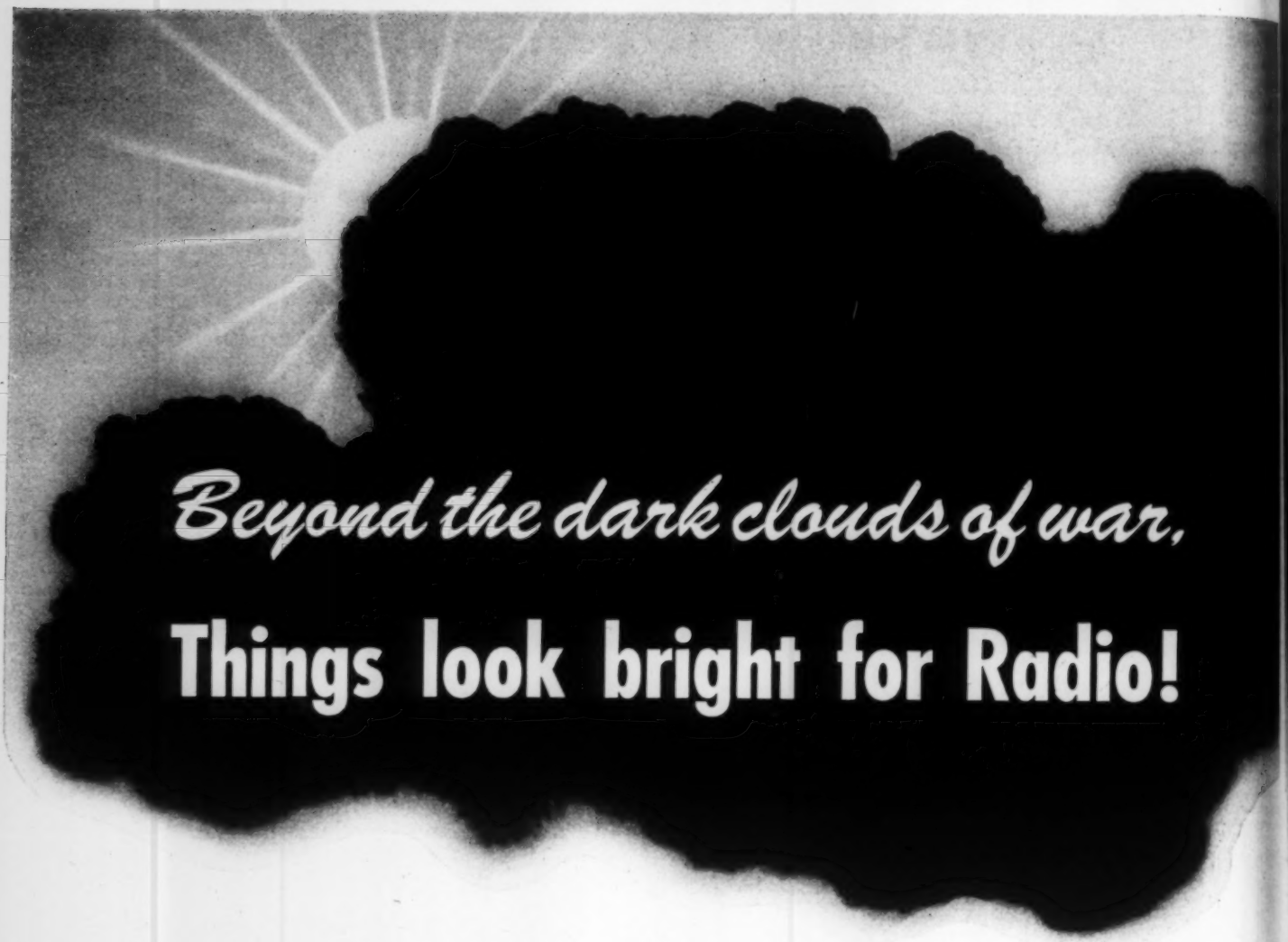
The **SELLING POWER** *in the* **BUYING MARKET**



As you in the Broadcasting Industry know, radio today plays a constantly growing part in our job of licking the Axis.

Every plane, tank and ship must have radio. Western Electric is making vast quantities of this mobile equipment, as well as facilities for keeping Washington in communication with a global war.

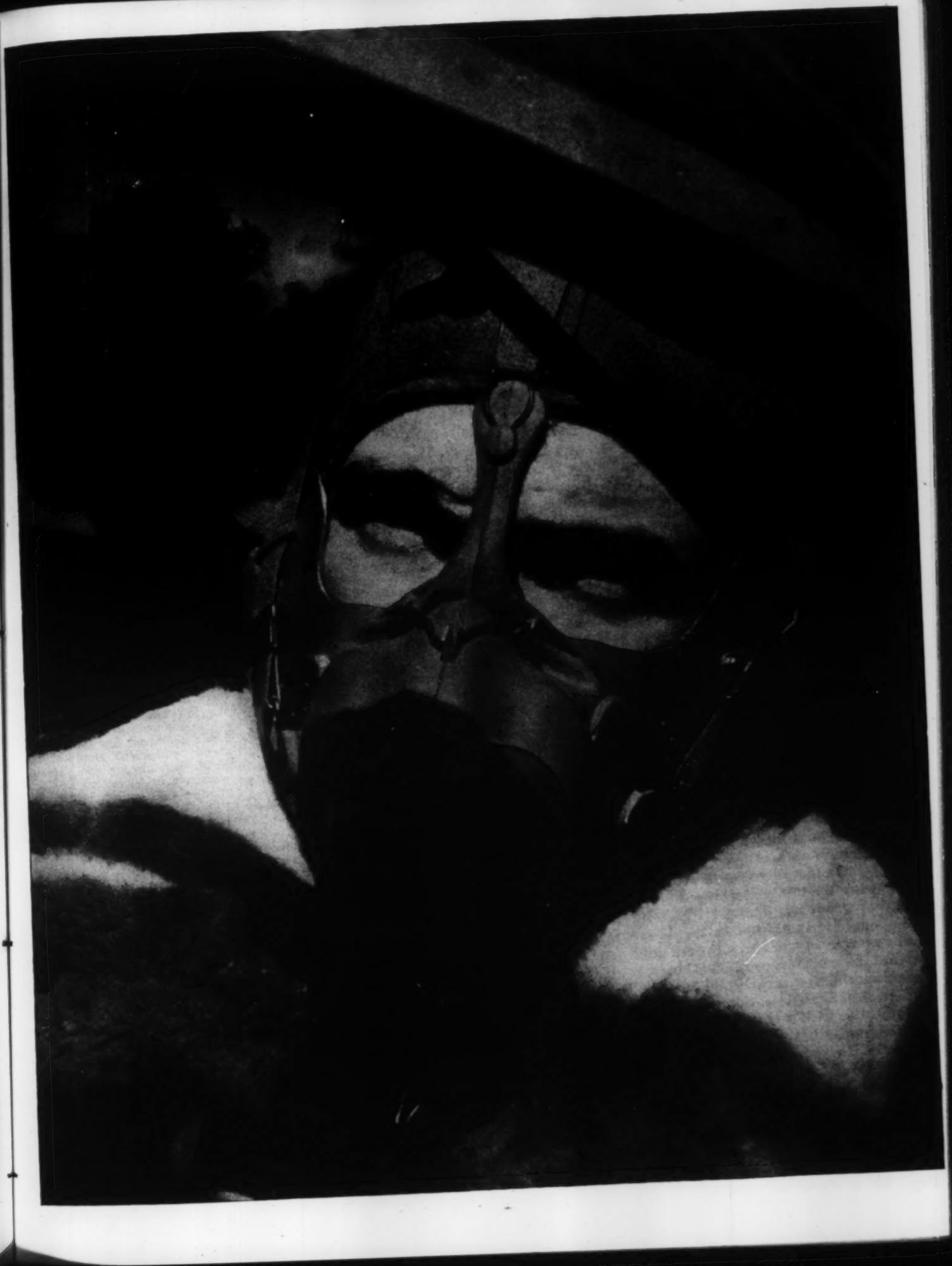
Bell Telephone Laboratories have developed and Western Electric has produced many new kinds of equipment to pierce distance and darkness. Much of our success over enemies on land, at sea and in the air has been achieved through the use of these uncannily accurate devices.

The limitless peacetime possibilities of these wartime developments assure a bright future for radio.

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

XUM



XUM

Plan Today For Post-War Broadcasting

Good Opportunity For Industry Tomorrow

By T. A. M. CRAVEN

NO ONE can predict with accuracy either the future course of technical developments or the economics which will affect scientific progress. While there are inherent dangers in embarking upon predictions into the future, recent scientific achievements and a knowledge of the historical technical development of radio enable one at least to visualize possibilities and perhaps probabilities of significant interest.

Naturally, no one is capable of stating when the war will end, what the purchasing power of the public will be after the war or even what will be the capacity and ability of the radio industry to manufacture the radio of the future. Nevertheless, in a democracy such as ours we should be able to assume that natural economic forces will be permitted to function, that private capital will be attracted by the potentialities of a vast new business involving service to the public, and that the public will demand the application of new achievements in a radio service designed to win public acceptance.

Sorely Needed Channels

Recent inventive activities have centered around electronic research in the micro waves. The useful radio spectrum has been extended considerably, thus making a little more space not only for some sorely needed radio channels but also for new and improved uses of radio. The most interesting development is that which includes "wide band transmission". This improvement will facilitate television and electrical methods of transmitting quantities of printed matter. Improvements in frequency modulation are likewise of significance to the future of radio broadcasting.

COMMISSIONER T. A. M. CRAVEN

In fact, it can be said with some degree of safety that the quality of reception and the range of individual radio broadcasting stations in the future will more closely approximate practical demands than the radio broadcasting organization in operation today.

The day will come when we shall have color television broadcasting stations all over the country. People living in rural areas will be able not only to hear and see radio news conmmentators but also the newspaper itself will be delivered to them by radio. It is entirely possible that each radio broadcast station will perform a triple service, either simultaneously or consecutively, to their respective communities, depending upon the needs and desires of the communities and the economic support which they are capable of giving broadcast stations. This service will embrace television, sound broadcasting and facsimile. The "coverage" of the station may easily correspond with the normal trade area of the community in which the station is located.

While these are possibilities or even probabilities, it cannot be said their practical realization will be immediate. It is more logical to assume that the development of a nation-wide broadcasting service of the future will be gradual. There will be many problems to solve.

Avoid Regimenting Future

The fact stands out that today's problems in radio will be obsolete and forgotten. Tomorrow we may wonder why we worried so much about them. Therefore it seems essential that we do not attempt to solve the problems of the future by means which may appear to be a good detailed solution of today's relatively minor problems in radio. Likewise we should avoid the danger of regimenting the future along the grooves of today's thinking. We should think in broad terms and attempt to insure the development of the future radio as a free American enterprise in which the public has confidence.

We must realize that the ability to have one's newspaper printed in the home by radio, to see and hear news in the making and to see and hear in the home sports events and plays transmitted from points thousands of miles away, must have a marked effect upon the daily life of anyone living in this modern age. That this may affect the social habits and daily routine of an individual family or the economic welfare of the nation as a whole cannot be overlooked.

It may be expected that these new developments will speed up ordinary life and business and will affect certain existing industries such as motion picture, newspaper and advertising as well as the existing radio broadcasting system.

In spite of the problems brought about by these new developments it seems obvious that the application of these modern broadcasting facilities will not result in a decrease in employment but rather in an increase. There is a great probability that an entirely new industry will be created, giving employment to thousands. That this will be of benefit to post-war economics of the country cannot be doubted.

However it is possible that failure to prepare in time for the post-war radio will have an adverse effect upon the ultimate usefulness of the new developments as well as on the economic stability of the business structure based thereon. For example, many wonder how much more valuable radio could have been today if, in 1920, we could have coordinated radio design with radio frequency allocation or, in other words, secured in 1920 comprehensive and coordinated general planning by the design engineers, the radio station licensees and the Government radio regulatory agency.

We cannot blame anyone for lack of foresight in 1920. We cannot blame radio design engineers and manufacturers for producing equipment for various kinds of radio services using exactly the same portion of the radio frequency spectrum for these services.

Threat to New Bands

Our experience in the past indicates that the potentialities for uncontrolled interference can threaten the very usefulness of newly developed portions of the radio frequency spectrum. When the time came to unscramble a chaotic situation in the past, it was found that municipalities could not obtain additional appropriations to change equipment and that the government already had large investments in equipment and that private and commercial services were faced with the problem of making new investments in order to change existing equipment to meet the new frequency allocation. In the past no plans were made, no coordination attempted; and we learned that when the radio spectrum became congested by interference, compromises had to be made between practicalities of invested capital and an ideal scientific radio frequency allocation.

Golden Opportunity Returns

Tomorrow another golden opportunity will be presented to the radio industry. An entirely new radio horizon will be open to the public. Progress in radio development in World War II has been and will be of tremendous significance. As a result new uses of radio will be available after the war. Again there will be greater demands than ever before for space in the ether. Once more there is before us the question of whether in radio we shall be unprepared for

(*Continued on page 94*)

SEARCH through the pages of radio history and you will find the name of T. A. M. (for Tunis Augustus Macdonough) Craven as often as that of any other figure identified with technical development of the art. A Naval Academy graduate, class of 1913, he has specialized in radio engineering since. After 17 years in continuous radio service in the Navy he resigned in 1930 to enter private consulting practice. He was instrumental in installing the first directional antenna for broadcast service. In 1935 he was asked by President Roosevelt to become the FCC's chief engineer—a post he had held with the original Federal Radio Commission on loan from the Navy. In 1937 he was named a member of the FCC by President Roosevelt and has served continuously since that date. Though burdened with the administrative functions of a Commissioner he has kept abreast of technical radio developments and is admirably qualified to discourse on broadcasting's post-war prospects.

HIGH LISTENERSHIP...LOW COST

NBC Basic Network

WDEL

WILMINGTON, DELAWARE

5000 WATTS • 1150 KC

WDEL, with 5,000 Watts Day and Night, effectively covers a wealthy industrial and agricultural market (Delaware, southern New Jersey, and parts of Maryland, Pennsylvania and Virginia) which is now booming with war production. Because of this greatly increased business activity, the WDEL market has shown substantial growth since 1940, and retail sales have soared accordingly.

WDEL occupies a definite place in the daily life of its listeners because of the individual, local services it renders to all the communities it serves. This, coupled with its popular NBC Basic Network programs, produces consistent listener loyalty and rich response. To the advertiser this means excellent returns for every dollar spent—*profitable* sales.

For information as to how WDEL can do a standout selling job for you, write direct, or to *Sales Representative:*

PAUL H. RAYMER CO.

New York Chicago San Francisco

THE NBC STATION IN THE "LAND OF PLENTY"

Maintaining Civilian Radio In War Tim

WPB Insures Future Operation While Hearing Owners' Woes

By FRANK H. McINTOSH

Assistant to the Director, Radio Division
War Production Board

MR. McINTOSH

MATERIALS, manpower, and dozens of other things which nobody thought about before the war are the troubles of the radio broadcaster. Before the war all of us were used to prompt service, whether it was in ordering a cup of coffee at lunch time, getting a railroad ticket or buying a transmitting tube. After Pearl Harbor the way was cleared for the Army and Navy. Everybody—indeed the armed services themselves—stands in line.

Radio broadcasters face difficulties in their valiant efforts to remain on the air. Although every individual is supposed to be best informed on his own troubles, it is fair to say that the War Production Board has greater awareness of the troubles besetting the broadcaster than any individual operator of a station. The WPB hears only of the woes. It listens to the troubles of the whole industry.

To Anticipate Difficulties

Broadcasters can be assured that every effort is made to cure existing difficulties and to anticipate and ward off others before they materialize.

The point of view of WPB is that broadcasting must and will be maintained. Broadcasters have successfully provided knowledge of daily events from which Americans form opinions based on evidence and which obviously is essential since the public is being called on to sacrifice. The Government, and WPB particularly, is aware that any loss in broadcasting facilities would be a loss of contact with large sections of the population.

Fortunately, broadcasting is efficient. It requires relatively small amounts of materials compared with the large job it does. Its efficiency for transmitting intelligence to large numbers is unsurpassed.

The Radio Division of WPB will use its powers to maintain radio, to keep in repair not only the transmitters but also household receivers.

First call on the radio manufacturing industry obviously belongs to the military. The swift growth of the radio and allied industries since Pearl Harbor represents production for Army and Navy use.

As military demands for radio equipment are satisfied it is also our task to maintain civilian radio. In addition to approximately 900 broadcasting stations in the United States there are to be kept in operation about 30,000 licensed transmitters in other services—as communication among the United Nations, ships to shore and overall police service. In addition, it should be noted that the United States must supply radio equipment to the United Nations and friendly neutrals.

In maintaining domestic radio the broad policy of WPB is to treat broadcast stations alike, as exemplified in the blanket preference rating given all stations in obtaining materials for maintenance and repair. The small station which broadcasts to its immediate neighbors participates equally in this rating with the most powerful transmitter. There are no differences among stations insofar as the right to exist is concerned.

Preference Rating Order P-133 with its rating of AA-2X exemplifies the status of individual stations in relation to each other and the AA-2X indicates the high standing of the industry.

With the adoption of the Controlled Materials Plan it became necessary to assign allotment symbols in addition to preference ratings in order to obtain controlled materials. To accomplish this CMP Regulation No. 5 was issued with the dual purpose of providing an allotment symbol to be used in conjunction with assigned preference ratings and to apply a reasonably uniform preference rating system to all essential industries. Insofar as broadcasters are concerned the only change brought about by this regulation is the assignment of allocation symbols to be used in connection with Preference Rating Order P-133.

Tube Life Expectancy

A station needs a great many devices to keep operating. Most equipment, fortunately, has a life expectancy somewhat like that of people—relatively long but subject to sudden end. WPB has set up life expectancy tables for transmitting tubes, and we know rather closely the number of tubes of each type in existence and in production, and roughly, the length of time these tubes can be counted on to last under operating conditions. Based on these figures, manufacturers have been given allotments of materials to make tubes for the use of broadcasters and other services.

Problems of the broadcaster do not end with that statement. Manufacturers are working against a large backlog of transmitting tube orders. Their production schedules are frequently interrupted by directives telling them that some certain batch of tubes must be delivered before anything else which has been scheduled. The manufacturer, too, must stand in line waiting.

The operator of a station, like everyone else in business, must use his own judgment in deciding from whom to purchase tubes. This source for the most part can be his own choice. To improve manufacturing and production efficiency, however, it has been necessary to assign certain transmitting tube types to manufacturers so as to impose the least effect on military production.

Supplier Has Obstacles

The broadcaster best knows his own situation in buying necessary maintenance equipment. He should appreciate that his supplier, too, faces obstacles. For instance, the fabrication of anodes and cathodes for transmitting tubes calls for the use of materials in great demand. Whereas the war program generally centers around the big three metals—steel, copper and aluminum—the tube maker is interested in tungsten, molybdenum and tantalum. All are hard to get.

Copper used in large copper tube anodes must be specially treated. The tube manufacturer has all the manpower, materials and equipment problems common to all those in war work. In addition, he faces the problems created by schedules interrupted by urgent directives to place certain orders first on the list.

If a broadcaster meets with slow deliveries he may reflect that no one in civilian life gets better service on the particular equipment he needs.

As many know, even with the highest ratings that Preference Rating Order P-133 affords broadcasters, some deliveries are not satisfactory and special assistance has been given in some instances by WPB's Radio Division, on request. In this connection the facilities for the repair of transmitting tubes should not be overlooked. Evidence available indicates that very satisfactory results have been obtained from repairs made by the several organizations equipped for this work. There will be times when such repair services will be the only means of making available some certain specific types of tubes.

The microphone not complemented by the radio receiver is obviously useless. The broadcaster also wants to know that people having radio receivers can tune to his station.

Set Production Stopped

A year ago WPB Orders L-4 and L-44-a stopped the production of radio sets and phonographs. Action did not freeze the possession of units manufactured before the order's date and stores still have some for sale. With the production of new radios stopped, manufacturers converted their plants and launched into war work.

The limitation orders put into effect by WPB were carefully written to permit the continued production of tubes and their components to keep existing home sets in repair. It is not generally appreciated that production in 1942 of radio receiver tubes, that is, the tubes available for replacement in home sets, was as high or slightly higher than in peace years. Current production of tubes in this same

(*Continued on page 104*)

SANTA CLAUS to broadcasters faced with maintenance problems is Frank H. McIntosh, civilian radio's representative in the WPB Radio Division, the man who sees that vital parts get to the proper place in the least possible time. Mr. McIntosh, on leave as technical supervisor of Fort Industry Co., is assistant to Ray C. Ellis, chief of the Radio Division, the unit handling the tremendous job of filling military electronics needs, and keeping civilian radio going. Before joining Fort Industries in 1940, Mr. McIntosh was Pacific Coast District Sales Engineer for Graybar Electric, and a member of the technical staff, Radio Development Dept., Bell Labs., New York.

XUM

HERE, MR. ADVERTISER, IS THE PROOF!

C. E. HOOPER, INC. SURVEY

CONTINUOUS LISTENER INDEX MADE FROM OCTOBER, 1942, TO MARCH, 1943. MONDAYS THROUGH FRIDAYS

✕ = WFMJ LEADS IN LISTENERS

A-B-C-D-E=OTHER STATIONS HEARD IN YOUNGSTOWN AREA	WFMJ vs. A	WFMJ vs. B	WFMJ vs. C	WFMJ vs. D	WFMJ vs. E
8:00- 8:30 A. M.	✕	✕	✕	✕	✕
8:30- 9:00 A. M.	✕	✕	✕	✕	✕
9:00- 9:30 A. M.	✕	✕	✕	✕	✕
9:30-10:00 A. M.	✕	✕	✕	✕	✕
10:00-10:30 A. M.	✕	✕	✕	✕	✕
10:30-11:00 A. M.	✕	✕	✕	✕	✕
11:00-11:30 A. M.	✕	✕	✕	✕	✕
11:30-12:00 A. M.	✕	✕	✕	✕	✕
12:00-12:30 P. M.	✕	✕	✕	✕	✕
12:30- 1:00 P. M.	✕	✕	✕	✕	✕
1:00- 1:30 P. M.	✕	✕	✕	✕	✕
1:30- 2:00 P. M.	✕	✕	✕	✕	✕
2:00- 2:30 P. M.	✕	✕	✕		
2:30- 3:00 P. M.	✕	✕			
3:00- 3:30 P. M.	✕	✕	✕	✕	
3:30- 4:00 P. M.	✕	✕	✕	✕	
4:00- 4:30 P. M.	✕	✕	✕	✕	✕
4:30- 5:00 P. M.	✕	✕	✕	✕	
5:00- 5:30 P. M.	✕	✕	✕	✕	
5:30- 6:00 P. M.	✕	✕	✕	✕	✕
6:00- 6:30 P. M.	✕	✕	✕	OFF AIR	✕
6:30- 7:00 P. M.	✕	✕	✕		
7:00- 7:30 P. M.	✕	✕	✕		
7:30- 8:00 P. M.	✕	✕			

MORE LISTENERS MORE HOURS OF THE DAY THAN ANY OTHER STATION HEARD IN THE YOUNGSTOWN AREA

A concentrated coverage of a concentrated market serving America's fourth largest steel center. The 34th United States Metropolitan District, also Ohio's third largest trade area, with a population of 372,428 and retail sales of $198,600,000.

National Representatives
HEADLEY-REED CO.
NEW YORK, CHICAGO, DETROIT, ATLANTA, SAN FRANCISCO

W·F·M·J

YOUNGSTOWN, OHIO

Blue Network Affiliate
ASSOCIATED PRESS
UNITED PRESS
ASCAP—BMI

Vacuum Tube Radio Usage Only Begun

Electronic Idea Will Play a Varied Role in Huge Post-War Industry

By O. H. CALDWELL
Editor, 'Radio Retailing Today' and 'Electronic Industries'; Former Member, Federal Radio Commission

A GROUP of broadcasting men were talking post-war radio in a New York elevator the other day. The receiving set of tomorrow assumed form as an intriguing box containing the best we have today, plus television, frequency modulation, an electro-mechanical phonograph, and a dash of facsimile on the side.

Said one of the broadcasters: Of course in post-war industry planning there's electronics, too. Adding: Whatever electronics may be—precisely.

At that moment the elevator car leveled off to a faultless seam with an upper floor as though to give illustrative answer. Two hundred feet below the operator had pushed a panel button and the car automatically leveled—electronically, so to speak.

Applications Are Concealed

All around are uses of the electronic idea. But without special knowledge and information these applications are concealed even from radio men who know the place of the vacuum tube in broadcasting. For it was the vacuum tube that leveled the elevator automatically.

It was the timing flow of electrons through a vacuum tube that caused you to be halted by the traffic light at the corner this morning. And it was because of the electron tube that this morning you saw a picture in your paper of an event in London last night.

Electron tubes turn on lights when it gets dark. The tube works in conjunction with photo-cells or "electric eyes." It's an "electric eye" that sounds off a burglar alarm because it responds to the slightest shadows. The eye is a good guardian of property because it will operate a bell when set off by even a tiny wisp of smoke.

When you run for your train at Penn Station in New York electrons open the door into the concourse for you and your burden of baggage. Your shadow made the "eye" operate in the same way that doors are pushed open automatically for workers pushing hand trucks. A shadow on a sensitive plate of a photo-electric cell controlling the current—and the door opens.

Electrons also perform many a counting function, very important where production lines are speeding along. No matter what the speed the electron tube counts accurately.

One of the newer uses of the vacuum tube is in paging executives in large organizations or doctors, for example, in hospitals. As many as five persons can be paged at one time, independent of each other, since the individual's name is called at one-minute intervals. When the person called answers, the name automatically is dropped from the loudspeakers.

Speeding Tiny 'Gears'

Another illustration of the place of the electronic tube in post-war business and one readily understood by broadcasting people is the time-saving recording for long distance telephoning. The recording is made before the call is placed. As soon as the circuit is open the record, made at 16 rpm, is played at 64 rpm. This gibberish is recorded at the other end and in turn played back at 16. Thus the cost of the message is reduced to 25 per cent.

Similarly, sound - amplification plays an important role in the electronic apparatus field in anti-trespassing protection, safety alarms, air-raid signals and playing of music in industrial plants where employe morale is so very important.

Just think of the electrons in a radio tube as being infinitely tiny "gears", speeding around often at a hundred million revolutions a minute. No thicker than a soap-bubble film, they can control and move giant machinery in huge masses. They can stretch out around the world. They can detect our actions and even our thoughts.

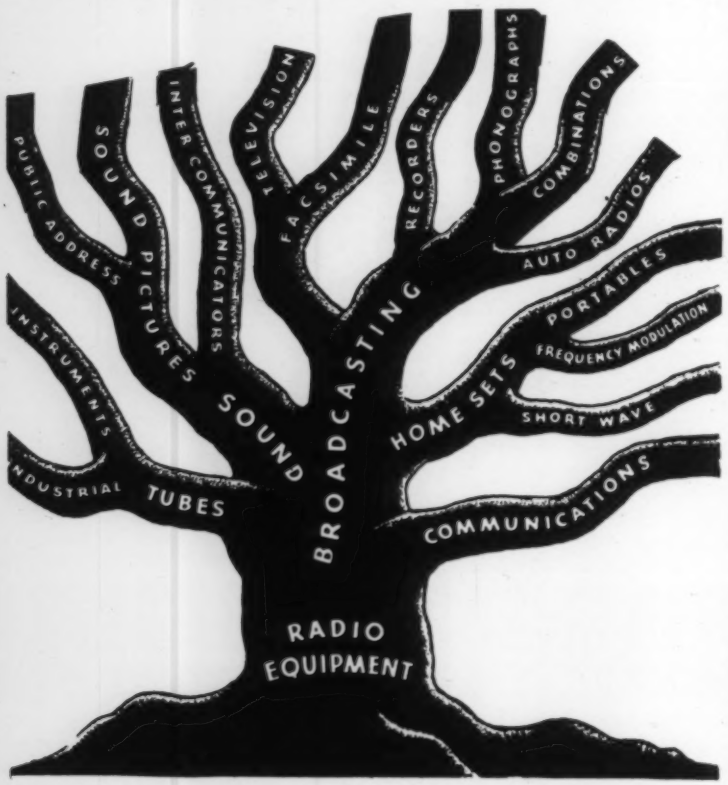
After the War

To date great industries have been founded on these little electrons, these vacuum tubes. Long-distance telephone is one, and of course, radio broadcasting and sound movies.

With the end of the war great new industries will spring into vital existence employing the same type tubes that have made radio. They will not be entirely commercial in their implications. The advantages will be felt most importantly in the enhancement of ease and comfort in our lives. Particularly in our homes.

The door that opens automatically for the factory hand truck, the siren that sounds when a trespasser enters an industry's no-man land, the eye that counts the items whizzing along a production line—these will be translated into peacetime benefits to every day living. These developments stem from what the broadcasting man calls "his" vacuum tube. They are—"electronic applications"—electrons at work!

ELECTRONIC TUBES date back to 1883 when Thomas Edison discovered the effect which underlies all later electronic and radio discoveries and inventions. A network broadcast was once made by Mr. Caldwell (left) and the late Dr. Clayton H. Sharpe using a replica of the original Edison-effect lamp of 1883. The tube, or lamp (above Dr. Sharp's wrist), was reconstructed from Mr. Edison's drawings and worked perfectly, producing a flow of electrons from the hot filament to the "plate" or exploratory electrode—the effect which so surprised Mr. Edison.



Courtesy Radio Retailing Today

THE TREE OF RADIO

XUM

IMPLEMENTS
for Winning a War

America is at war—to win. And she *will* win—a final and complete victory which will assure lasting peace. For America is blest with an abundance of planes, of guns, of ships and tanks, and other implements of war. And not the least of these is Radio.

For free Radio—the American way—is dedicated in all its activities to the winning of the war. Radio sells bonds, recruits men and women for our armed services and labor for our war production. Radio informs and entertains—important contributions to civilian and military morale. In every war activity, Radio has done and is doing its share —*and more.* At this War Conference of the National Association of Broadcasters, WLS and KOY join in saluting stations throughout the nation, proud to be of them and with them in a job well done.

TO SELL ARIZONA——
The Arizona Network
KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

KOY
PHOENIX ARIZONA
550 KILOCYCLES

and

WLS
890 KILOCYCLES
50,000 WATTS
BLUE NETWORK
CHICAGO

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

BOTH REPRESENTED BY JOHN BLAIR & COMPANY

Amnesia

a Has Her Points

...BUT MEMORY ISN'T ONE OF THEM!

Amnesia (that consummate consumer) always was a gifted forgetter. And now the complexities of point rationing threaten to stamp out what little memory she had.

So, when war removes somebody's baked beans from the store shelf . . . well, it's natural enough if those beans become "the forgotten brand."

And Amnesia has no monopoly on disremembering. There are 130,000,000 men, women and children who are similarly gifted. Why, even the storekeepers are apt to forget an absentee product . . . unless the manufacturer finds some way to "keep 'em remembering" until peace and his product return.

That's a job for wartime advertising. And especially for broadcasting. And most especially for the Blue Network. Because . . . whether you're reminding people to buy now or after the war . . . *The Blue can carry your message into more homes per dollar than any other national medium.*

LOOK WHO'S NEWS ON THE BLUE!
"KEEP 'EM REMEMBERING"
PAUL WHITEMAN . . . most important figure in modern American music . . . joins the Blue Network at a moment when music itself is more important than ever. As Musical Director, he'll supervise all BLUE musical sustainers. AND he'll be available for consultation on sponsored programs too.

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

Radio Is Vital to Air Success in War

Unifies Mechanics of Modern Battle and Coordinates Operation of Weapons

By COL. A. W. MARRINER
Director of Communications, U. S. Army Air Forces

TWO INSTITUTIONS that have tremendous significance to a World at Peace for a World at War are aviation and communications. The initial discoveries made by the Wright brothers and Marconi were only a few years apart and soon the development of aviation became directly associated with the development of radio.

The continuous development of radio has been one of the greatest factors in the development of flying as we know it today. Modern warfare hits hard and fast. Coordination by radio enables the fighting forces to synchronize their efforts to function at high tempo without interruption.

Timely and efficient transmission of military orders and information, and the use of highly secret electronic devices have introduced a new development in warfare. We are engaged in global conflict which requires our forces to fight from many scattered points. Radio unifies them as a worldwide fighting mechanism. It coordinates the striking power of our Air Forces, Naval Forces and Ground Forces with each other and with our Allies.

375,000 Men Engaged

In the Army Air Forces, communications is particularly vital due to the great speed and distances involved and due to weather and other conditions. In the Army Air Forces today nearly 375,000 men are engaged in communications.

In 1942 over $600,000,000 worth of radio equipment was purchased for the Air Forces and over $1.-800,000,000 worth of equipment is scheduled for delivery in 1943. As much as $44,000 worth of radio equipment is frequently installed in heavy bomber planes known as B-17s. These figures give some indication of the scope of the part that communications play in aerial warfare.

The striking power of our Air Forces must be co-ordinated and directed by instantaneous and dependable communications. Without adequate and infallible radio contacts, Air Units cannot be properly controlled and they lose a large part of their combat efficiency. Planes would be scattered all over the map. Co-ordinated action would be impossible. Fighters would go haphazardly aloft, hoping to find someone to fight; perhaps missing out on their missions of interception and destruction of enemy raiders. Bombers would have to operate on their own, dropping bombs on such casual targets as presented. In order to control our bombing and fighter missions, we must have communications between planes, and between planes and the ground.

In Air Transport and Ferrying operations, Army Air Forces planes fly throughout the world. When these planes are in the air between control points, they operate on radio ranges and utilize communications facilities maintained and manned by Air Force personnel. On all overseas flights, transport planes carrying cargos of ammunition, equipment, and so forth are constantly under control by radio communications.

The phrase "Air Forces communications" covers a thousand factors. We deal principally with radio between ground stations, between planes in the air and between air and ground. We have developed new equipment in the Air Forces to cope with the problems of weather, distance and natural interference.

Radio Laboratory

At Wright Field, Dayton, O., the Aircraft Radio Laboratory has been organized to handle all research and development, procurement, inspection, storage and issuance of aircraft radio and ground radio used for navigational purposes.

As Army airplanes are operated in all parts of the world, from the frigid temperatures of the poles to the torrid climate of the equator, extensive tests must be made to make sure that radio equipment will give satisfactory operation under all conditions of altitude, temperature and climate. These tests include flight tests in order to determine the performance of equipment in the air and also to locate and eliminate any "bugs" which may develop. All equipment is required to meet the rigid standards of the Air Forces which include extreme temperatures, high altitudes, ninety per cent humidity, stringent electrical and mechanical tests, and finally, extensive flight tests of the equipment.

Radio equipment is also used in connection with an automatic radio compass which is now standard equipment on bombardment and transport airplanes. This device makes navigation easy on routes where ground direction finder stations are available. The pilot has an indicator calibrated from zero to 360 degrees, zero being from the heading of the plane. To "home" on a radio station, the pilot keeps the needle of the indicator on zero. To take side bearings the desired station is tuned in and the needle swings automatically and points towards the station indicating the bearing between the heading of the airplane and the airplane's station line.

We must, of course, remember that the enemy is also using radio. Each side is seeking maximum efficiency of apparatus and proficiency in its use.

Enemy Used Radio, Too

German signal equipment is good and is being produced in large quantities. But we believe we are one step ahead of the enemy and we intend to increase this lead. Research is pitted against research; engineering against engineering; production against production.

Mindful of the tremendous importance and unlimited possibilities of the radio electronic tube, research has concentrated on its development. Today there are hundreds of different tubes serving many purposes. Radio research is closely associated with the science of electronics chemistry and physics.

The weapons are infinitesimal electrons, high frequency currents and electric eyes that see at a distance. Increasing emphasis is being placed on the use of radio airborne and ground communication, navigation and detection devices. We do things with radio that we wouldn't have dreamed of two years ago. By means of radio one airplane is enabled to perform a tactical mission which would require the use of several airplanes not so equipped. As the airplane has greatly intensified the uses of radio in warfare, so has it placed new and trying demands upon engineering and manufacturing.

In comparison to any other art to receive new impetus from our war effort the art of radio is demonstrating astonishing applications of principles of which previously we had only superficial knowledge. Though it is too early to predict the ultimate form these applications are taking, it can safely be said that in addition to offering great improvement in aerial operation they are opening wide avenues of use in the field of broadcasting and other civilian pursuits.

In this war, aviation is taking the lead and is bearing the brunt of the fighting. To accept this rule our Air Forces must have the best possible aircraft and equipment. The airplane without proper equipment is of little value. It must have guns, bombs, radio, navigational equipment and many other items which make up the modern fighting machine. Without efficient radio and its allied developments the airplane cannot promptly report what it sees, its orders cannot be changed, it is denied valuable navigational aids and it cannot be properly directed in battle. Thus, no matter how well the plane is designed, or how good its performance, our forces are severely handicapped unless their planes are properly equipped with radio.

Must Have Radio

Aircraft without radio are badly crippled. The information on the enemy obtained by a flight of planes must be transmitted promptly to the officer in tactical command if it is to be of value. It is readily evident that accurate information promptly transmitted may be the deciding factor in any operation and may far outweigh in real value the damage that the particular flight of planes could possibly do with bombs or other methods of attack. Time and again we see a numerically inferior force come away with a smashing victory. Of-

(Continued on page 106)

COL. MARRINER

QUICK AS A FLASH!

GET THE SPEED AND FLEXIBILITY OF RADIO FOR YOUR WAR-TIME MARKETING PROBLEMS

1. War-time ad-news has to be timely as a radio flash. That's why, to keep pace for the duration, advertisers make radio their first choice today.

2. On any list for radio, Hartford is a "must". Connecticut leads the 48 states in Effective Buying Income, and Hartford leads all cities in Connecticut.

3. Leadership like that calls for action, and you'll get it as quickly as you can say Hartford! Just phone or write Wm. Malo, Commercial Mgr., WDRC, for present availabilities.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Navy's Radio Interests Date to Marconi

Equipment Building and Installation Are Now Huge Activity

By LT. COM. S. P. SASHOFF*
Radio Division, Bureau of Ships, Navy Dept.

SEVEN-EIGHTHS of the world's surface is covered by water. Today, fighting ships of the U. S. Navy patrol a large part of these great seas and oceans. Radio communication makes possible the coordination of fleet and air arm activities all over the globe.

It is the medium through which the plans of grand strategy are instantly made known to the widely scattered units of our Naval forces, to be translated into effective action. Radio, thus, is a tactical weapon of great importance to the Navy. Its usefulness extends not only to long distance communication but also to short range work between the ships and planes of a modern task force. It may be recalled that the shelling of the *Jean Bart* at Casablanca was directed by radio from planes flying directly over the battle zone.

The Navy at present is taking advantage of the other uses of this type of communication as well. Chances of sinking merchantmen and transports are improved through being able to radio positions. Smaller transmitting units, installed on lifeboats and even rafts, are proving their value in the saving of life at sea. Entertainment receivers aboard ships combine operating safety with amusement and furnish a badly needed link to home for the sailor.

Part of Electronics

Outside the field of radio communications, but related to it, lie many broad applications of vacuum tube apparatus. This neighboring field of which we hear so much today is the field of electronics. While radio was used to a quite considerable extent during the last war, electronics as such has only recently come into its own. This is reflected by the increasing rate at which the Navy is purchasing non-communication electronic equipment. Many of the new electronic devices are so important to the war effort that they are held as closely guarded military secrets. Others, less vital, still add to our striking power and contribute to the effective running of our ships.

The Navy now uses to advantage such diverse apparatus as submarine and aircraft detection devices, improved radio direction finders, intercommunication systems and controls for electromechanical apparatus—to name just a few.

The design, construction, installation and maintenance of electronic equipment for all branches of the armed services represents, in both man-hours and dollars, one of the largest of the present war activities. Some 500 plants, employing about 200,000 men and women, are engaged in manufacture alone. A large part of this effort, of course, is spent on work for the Navy.

Oldtimers will recall that our Navy has been interested in radio and vacuum tube apparatus since the first work of Marconi, that it fostered many early developments in the field and was for years the biggest user of such equipment.

This early period is worth reviewing if one is to trace the growth of Naval communications and electronics from their small beginnings to the important part they play at present.

The history of Naval radio dates back to 1901 when it was proposed to replace homing pigeons with wireless telegraphy. By 1903 work on wireless installations had begun. The year 1912 saw a number of stations ashore and afloat in operation and the Navy, working in close collaboration with private concerns, engaged in many developmental projects in the field. Out of this work came the adoption of the arc and the Alexanderson alternator systems. Out of this collaboration came many original contributions to vacuum tube art.

At the time of our entry into the first World War, the following stations were in operation:

U. S. Navy	
Cavite, P. I.	For trans-Pacific communication
Pearl Harbor, Hawaii	" " "
San Diego, California	" " "
Arlington, Virginia	For trans-Atlantic communication
Darien, Canal Zone	Other services
Federal Telegraph Co.	
Lents, Oregon	For trans-Pacific communication
S. San Francisco, California	" " "
Heeia Point, Hawaii	" " "
Marconi Company	
Bolinas, California	For trans-Pacific communication
Kahuku, Hawaii	" " "
New Brunswick, New Jersey	For trans-Atlantic communication
German Owned	
Sayville, Long Island	For trans-Atlantic communication
Other	
Tuckerton, New Jersey	For trans-Atlantic communication

Both the foreign owned and the private stations were taken over by the Navy when we entered the war in 1917 and either converted to Government use or closed down. At this time, too, the Navy assumed charge of the radio personnel and facilities for all Government departments except the Army. Research and development underwent rapid acceleration.

From Wartime Necessity

Among the many contributions to come out of wartime necessity were radio equipment designed for aircraft having from 100 to 500 miles range; the directional loop antenna for use as a navigational aid and in locating enemy stations, acoustic methods of detecting the presence of submarines and radio telephone equipment.

During this period in the history of Naval Radio there emerged a man who today is Rear Admiral Stanford C. Hooper, U. S. N., (Retired).

In the course of his career, Rear Admiral Hooper organized fleet radio communications, established discipline on the air and initiated the plan for battle radio installations. He successfully advocated that radio stations in this country and in our possessions be American owned and controlled and was responsible for the construction of many high-power Naval transmitters. He furthered and inspired radio research which led to advanced developments in broadcasting, direction finding and high-frequency communication.

Serving in many capacities, he became the first Radio Officer of the Fleet in 1912, was placed in charge of the Radio Division of the Bureau of Engineering (now the Bureau of Ships) in 1915 and was appointed Director of Naval Communications in 1928. In addition to this work, he represented the United States as Delegate to the International Radio Conference at The Hague in 1929, Lisbon in 1934 and Bucharest in 1937.

In recent years Rear Admiral Hooper has held the post of Head of the Radio Liaison Division, Office of the Chief of Naval Operations, and subsequently that of General Consultant for Radio with offices in New York City. In 1943 he was transferred to the retired list of the Navy.

The many contributions made by Rear Admiral Hooper during his period of active service form an important chapter in the history of radio in the Navy. His foresight, and that of the many prominent engineers and administrators who worked with him, was responsible for the high degree of Naval preparedness in electronic equipment before the outbreak of this war.

The Present Organization

Several Naval departments are at present concerned in meeting the radio needs of the Fleet and Air Arm. Of these, the Naval Communication Service, under the Vice Chief of Naval Operations, is charged with the administration of the operation of all United States Naval communication systems including radiotelegraph, radiotelephone and radio direction finder.

The present Director of Naval Communications is Rear Admiral Joseph Reasor Redman, U. S. N. Admiral Redman was born at Grass Valley, California, April 17, 1891, and was appointed to the Naval Academy from Nevada in 1910. After graduation he served in the *USS South Dakota* and other ships of the Pacific Fleet until June 1916, when he joined the *USS Montana* for torpedo instruction. That training was followed by submarine instruction in the *USS Fulton*.

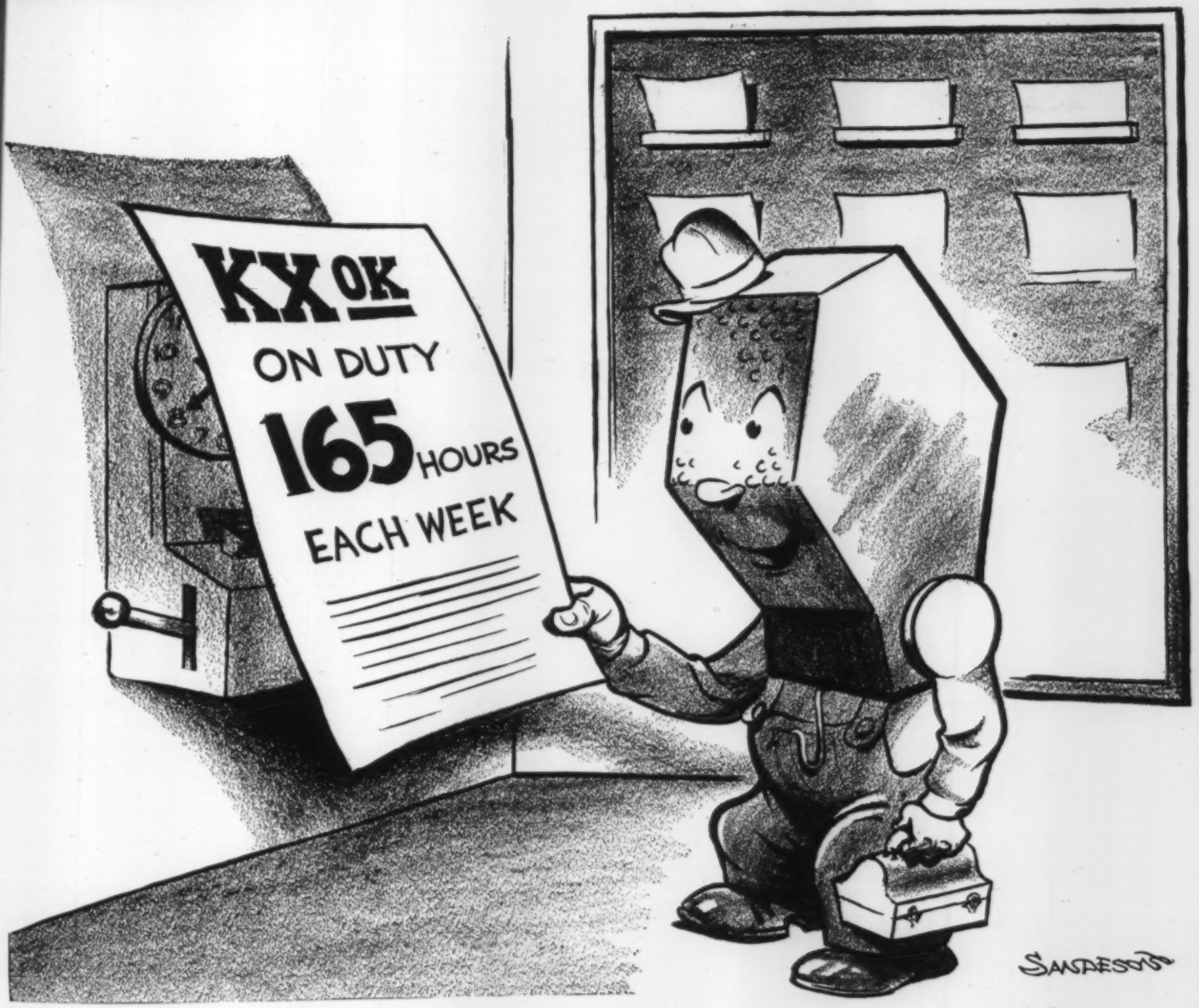
During the World War, he had duty in submarines, in the *USS C-3*, in command of the *USS C-5* and in the *USS O-14*. He completed a post graduate course of instruction in Electrical Engineering at Columbia University in 1921 and after further instruction at Navy

(*Continued on page 123*)

Admirals Redman, Hooper; Capt. Dow

*The opinions expressed in this article are those of the author and should not be construed to reflect the opinion of the Navy Department.

KXOK Works All Shifts



On the air 24 hours daily*, KXOK offers sponsors an opportunity to economically reach and sell the rich St. Louis and Mississippi Valley Market. Serving its listeners 24 hours daily with United Press and International News Services, *KXOK is working all shifts* to present radio programs that build a greater listening audience and move merchandise. New low rates are now in effect for sponsors after midnight, and mail on the "after midnight" shows has been received from 47 of the 48 states. Let KXOK point the way to get more out of your radio dollar when you spend it in the St. Louis and Mississippi Valley Market. KXOK is owned and operated by the St. Louis Star-Times.

*With the exception of a 3-hour maintenance period on Wednesday.

KXOK

ST. LOUIS, MISSOURI

Blue Network **630 Kilocycles** **5000 Watts Full Time**

Blossoms Galore!

50,190

FRUIT TREES

Sold as a result of
eight 15-minute
broadcasts

Just More Convincing Proof
of Power to Pull!

ASK A JOHN BLAIR MAN

50,000
WATTS

If It's a Fort Industry Station, You Can Bank on It!

WWVA
WHEELING, W. VA.
A FORT INDUSTRY STATION

Two Sponsors Buy Sardi's Breakfast

Kellogg Pep, Hydrated Soup on 130-Plus BLUE Stations

POPULARITY with advertisers on the West Coast of the BLUE program *Breakfast at Sardi's* will be repeated on a national network basis May 3 when Kellogg Co., Battle Creek, and Alaska Pacific Salmon Co., Seattle, take over consecutive portions of the half-hour five-weekly show. The program was started October 1941, on 13 Pacific BLUE stations, and was given a national audience in August 1942. The BLUE introduced then a second presentation of the series, 11-11:30 a.m., EWT, with both parts originating from the famous Hollywood restaurant.

Kellogg began sponsoring 5-minute participations for Pep on the show Jan. 4 and under the new contract increases its promotion for Pep by sponsoring the 11:15-11:30 a.m. portion on 130 stations, extending from the Eastern coast through the Rocky Mountain area. Agency is Kenyon & Eckhardt, New York.

Minute Man Soup, to be promoted on the first quarter-hour of the program on 134 stations, is manufactured by Alaska Pacific Salmon Co., a subsidiary of Skinner & Eddy Corp., and is the first dehydrated soup to be radio advertised on a national basis. Compton Adv., New York, handles the Eastern half of the account for Wm. S. Scull Inc., Camden, distributing agent for Alaska Pacific, and J. William Sheets, Seattle, handles the Western portion in behalf of Alaska Pacific.

Both Kellogg and Alaska Pacific will continue their 5-minute participations in the Pacific Coast *Sardi's*. As an appropriate sendoff to the expanded schedules of the two advertisers, the BLUE will present a "preview" of the program May 1, 7:30-8 p.m.

Serious Mistake, Miller Says of Food Meet Ban

JOINING the chorus of newspaper criticism of the Administration's edict barring news coverage of the United Nations Food Conference at Hot Springs, May 18, NAB President Neville Miller last week characterized the action "a serious mistake". Radio newscasters and the press, under current plans, will not be permitted to cover the conference largely at the instance of the White House, it is understood.

Declaring the conference was of great importance to the public and is not military in character, President Miller pointed out that radio and the press working under voluntary censorship "have demonstrated that they can be relied upon not to release information giving aid and comfort to the enemy." He added the right of the poeple to the remainder of the information "coming out of such a conference must not be abridged."

Work Glutton

"YOU'RE a day early," said Edward Obstrist, WFIL program director, on meeting Elwood Childs, whom he had hired as an announcer, in the corridor. "No I'm not," Childs replied. "I'm an engineer." Seemed that Louis E. Littlejohn, the Philadelphia station's chief engineer, had also interviewed Childs and had hired him. Childs, learning the shifts were different, figured he would do both jobs. Arbitration awarded the work glutton to Littlejohn.

EVENING AUDIENCE IS UP 11%—HOOPER

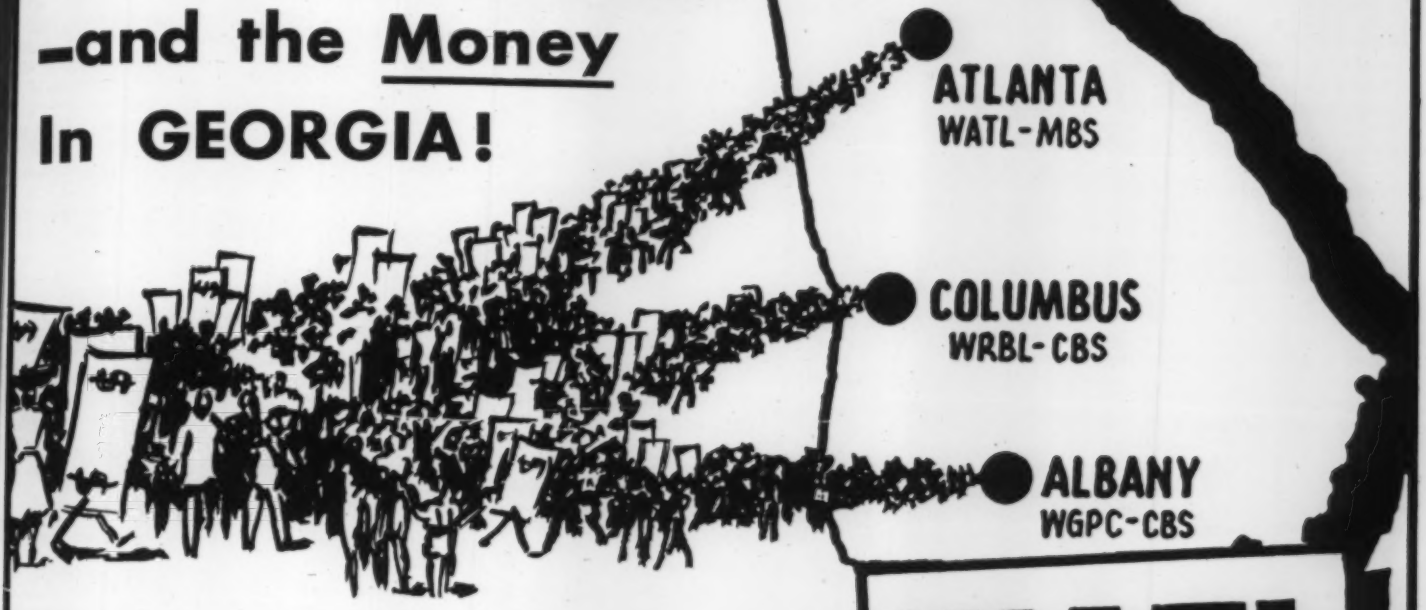
AVERAGE AUDIENCE for commercial evening network programs has increased 11% over a year ago according to the April 15 report of "National Program Ratings," released by C. E. Hooper Inc., New York. Average audience index is shown at 10.7 in the current report. The "Available Audience Index," also released in the Hooper rating report, stands at 79.7, marking the highest record for April for the number of people "at home and awake." Also reaching a new high was the total number of sponsored network evening shows rated by Hooper—124, or three more than a year ago. There was also a fractional increase in the number of hours occupied by sponsored network programs, bringing the total to 78½. Only 18.6% of the programs reported on showed significant losses compared with the last report. A year ago, the figure stood at 49.6%.

Fibber McGee and Molly rank first in the April 15 report on "First 15" evening programs, while Bob Hope takes second place and Charlie McCarthy third. Radio Theatre is fourth on the list. Other evening programs in order of their rating follow: Aldrich Family, Walter Winchell, Frank Morgan, Fanny Brice, Mr. District Attorney, Jack Benny, Rudy Vallee, Take It or Leave It, Kay Kyser, Screen Guild Players, Eddie Cantor, Truth or Consequences. Red Skelton heads the list of programs broadcast after 10:30 p.m. [EWT].

Coast Chain News

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on April 15 started sponsoring a six-weekly quarter-hour commentary, *Phil McHugh—News Analyst*, on 5 Don Lee California stations (KHJ KPMC KFRE KFXM KYOS), Monday through Saturday, 7:30-7:45 a.m. (PWT). Contract is for 52 weeks. Firm in addition sponsors a daily quarter-hour early morning commentary featuring Fleetwood Lawton on KFI and KECA, Los Angeles, with transcribed version of that program six times weekly on KERN, Bakersfield, and KMJ, Fresno, Cal. Newscasts and spot announcements are also being used on other California stations. M.C.M. Agency, Santa Monica, Cal., has the account.

Follow the Crowds —and the Money In GEORGIA!



In Georgia's Big-Four Counties-

Of Fulton and DeKalb (Atlanta), Muscogee (Columbus), and Dougherty (Albany)

POPULATION

Increased from 583,900 in 1940 to 662,035 in 1943*—raising their percentage of Georgia's population from

18.69% to 21.65%

RETAIL SALES

From 1941 to 1942, these four counties' percentage of Georgia's total retail sales increased from

37.26% to 39.53%

EFFECTIVE BUYING POWER

From 1941 to 1942, these four counties' percentage of Georgia's total Effective Buying Power increased from

33.78% to 37.35%

★ This figure taken from the actual count of No. 2 Ration Book, distributed in March 1943.

WATL ATLANTA

WRBL COLUMBUS

WGPC ALBANY

The GEORGIA BROADCASTING SYSTEM

No Rules for Breakfast at Sardi's

But Successful Selling Is the Rule On Famous Coast Broadcast

By JOHN MASTERSON

Manager, Breakfast at Sardi's Hollywood

TO REGISTER a success in radio, as in anything else, the rule is to follow established success patterns. Notwithstanding, the success story of *Breakfast at Sardi's* is based primarily on one thing: Tossing rulebooks out the window!

Back in January 1941, 60 housewives were invited to have breakfast one morning at Sardi's famed restaurant at Hollywood and Vine. While they were having their second cup of coffee, a big, easy-going chap introduced himself as Tom Breneman and started a flow of relaxing jocular conversation.

In the middle of his laugh-provoking remarks, an announcer stepped to a mike, signed the breakfast party on the air and thus inaugurated the daily morning program over KFWB, Hollywood. Meanwhile, Tom had picked up a hand mike and was walking around the tables, chatting with the ladies, letting his and the guests' remarks fall where they might.

Flouts Success Pattern

That was the way it began, and that's the way it has gone now for more than two years. There isn't a corps of producers semaphoring wildly in the usual Hollywood tradition. Nor are there bulky scripts engineered by the traditional troupe of writers to guarantee laughter. There is no trace of the daily serial, which has proved its success thesis by monopolizing the morning air. There never have been any planted gags, which are the stock-behind-the-counter of most "ad lib" shows. There is no orchestra or singers. And there haven't been *any of those things* since that far-off January morning.

Consistently the show has gone on in that same fashion day after day, Monday through Friday. Despite flouting of the usual success pattern, it has managed to do pretty well on its own simple thesis: that maybe people would get a kick out of a lot of spontaneous laughter and fun of a morning.

As a matter of fact, it did so well by its original thesis that after nine months on the independent station of its inception, Hollywood's KFWB, the BLUE network bought it as a package show for Pacific Coast release. After another nine months, BLUE executives decided to release *Breakfast at Sardi's* transcontinentally.

Records Fall

Since its modest beginning and throughout its still modest history, the program—on the local as well as Pacific Coast broadcasts—has turned in such interesting miscellaneous statistics as these:

A total of more than 650,000 letters and cards received.

A request backlog that makes it harder to get tickets to *Breakfast at Sardi's* than to any other program in Hollywood.

A record of attracting 13,087 women to San Francisco's Civic Auditorium—the greatest audience ever to witness a radio show in that city's history.

A Hooper that exactly doubled from May to August of last year.

Sponsoring product sales increases of as high as 300% in some markets.

Mail pull prowess capable, for example, of piling up in excess of 70,000 requests for a simple canning booklet, after 24 announcements.

Elaboration of some of the above items might prove interesting.

Though *Breakfast at Sardi's* went on the Pacific Coast BLUE in October 1941, because of the broadcast time changes it didn't receive a Hooper rating until the April-May 1942 report. This is how the Hooper picture unfolded:

Report	*Sets in Use*	*Rating*	*% Listeners*
April-May	14.0	2.1	15.1
May-June	14.6	2.8	18.9
June-July	14.7	3.5	23.6
July-Aug.	15.2	4.2	27.4
Aug.-Sept.	15.	4.2	30.3

That steady climb has now placed *Breakfast at Sardi's* ahead of a host of well-known longtime favorites on all networks of the West Coast.

Mail pull prowess is based on not one but numerous instances. For example, one morning Breneman asked his listeners if they would buy a coffee he recommended. He suggested they write him, pledging themselves to buy "at least one pound". From three requests he received 7889 answers from listeners, pledging the purchase of more than 14,000 lbs. of coffee. On another occasion—during five broadcasts in the first week of July 1942—Breneman announced a "baby poll" and asked women with children under three years of age to write him giving the child's name. *With no inducement* these five requests brought 6820 letters.

Terrific Selling

One of *Breakfast at Sardi's* first participating sponsors on the West Coast, Skinner & Eddy Corp. (Mute Man soup), realized ea during its sponsorship the sell possibilities of the program. Bre eman sold so much soup for t firm that its vice-president, M H. G. Seaborn, asked that streng of the commercials be eased temporarily. With the unprecede ed volume increase, the compan couldn't supply the demand!

One morning in late July, th head of Kerr Glass Mfg. Corp., Los Angeles (Mason jars, cap lids), was a breakfast guest a Sardi's. What happened that morn ing and later is related in a lette sent by J. F. Kerr, advertising manager of Kerr Corp.

As you know, Mrs. Alexander H Kerr, president of Kerr Glass Mfg Corp., was interviewed over your program some time ago, and at that time there was a very brief mention of Kerr's free booklet, the Modern Homemaker. This two second plug brought in over 3,000 inquiries.

In looking for the right media for the Pacific Coast, we were led to believe, through this experience, that our best bet for covering the homemaking market was the very popular *Breakfast at Sardi's* show.

We have been broadcasting over this show since August 10th. To date we have received over 60,000 requests for the free booklet offer and they are still coming in strong. These 60,000 requests represent a large majority of every town in the states of California, Oregon and Washington, and our records show that we have received requests from 43 states and a good number from Canada.

In looking over the requests that come to this office it is easy to note that the coverage gained through *Breakfast at Sardi's* is of the utmost value to any advertiser wishing to reach the West Coast homemaker. The women writing in for this booklet are not booklet seekers, but are as vitally interested in the keeping of their homes as they are in their favorite program, *Breakfast at Sardi's*.

Our latest inquiry cost report showed *Breakfast at Sardi's* had an unbelievably low cost per return.

Touch of Sentiment

Present sponsors besides Skinner & Eddy Corp. on the West Coast broadcasts over 13 BLUE stations are Fisher Flouring Mills (Biskit Mix, Wheat Germ); Washington Cooperative Egg & Poultry Assn., (Lynden canned chicken foods); A. S. Boyle Co. (Old English products, Harmony vitamins); Sales Builders Inc., (Max Factor cosmetics); L. B. Laboratories Inc., (hair oil, shampoo); Kellogg Co. (All Bran). Recently, in addition, Chlorine Solutions (Hy-Pro bleach and cleanser) requested that we put on a Saturday morning program to include four Arizona stations (KTAR KVOA KGLU KYUM). So a Saturday broadcast was added. Stokely Bros. & Co. (Van Camp's Tenderoni) is another Saturday sponsor. Calavo Growers of California (avocados), has just concluded twice-weekly participation in the program on the 13 BLUE Pacific stations.

Thus a program that began as

(*Continued on page 126*)

PREVIEWING PROGRAM are this New York agency executive and wife, with production staff standing by during recent broadcast of the six-weekly BLUE *Breakfast at Sardi's*, half-hour cooperatively sponsored series. Kellogg Co. (Pep), through Kenyon & Eckhardt, New York, on May 3 starts sponsoring 15 minutes of that program on 130 BLUE stations, Monday through Friday, 11-11:30 a.m. (EWT). Firm in addition currently sponsors a five-minute unit in the West Coast repeat of that show five times per week, on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. (PWT). Smiling quintet (l to r) are (seated) Dwight Mills, New York executive vice-president and radio director of Kenyon & Eckhardt, agency servicing the Kellogg Co. account; Mrs. Mills; Tom Breneman, m.c. of the show; (standing) Carl Pierce, Hollywood producer of the series, and Charles Lewin, BLUE producer.

THERE'S SOMETHING IN THE AIR!

FOR TWO MILLION LISTENERS IN AMERICA'S SIXTH MARKET

WJW BRINGS TO CLEVELAND

- A 5000 WATT INTERFERENCE-FREE SIGNAL
- ON THE COVETED 850 KC SPOT
- NEW AND GREATER SHOWMANSHIP
- SALES-PLUS MERCHANDISING
- A PROGRAM SERVICE SECOND TO NONE
- 24 HOURS A DAY

THERE'S SOMETHING IN THE AIR FOR ADVERTISERS IN THE TREMENDOUS BUYING POWER OF THIS GREAT AUDIENCE AWAITING WJW IN CLEVELAND

WHAT DO YOU WANT IT TO BUY?

WJW BASIC BLUE FOR CLEVELAND

BILL O'NEIL, PRESIDENT

Elmer Davis Meets Reporters, Senators at Unique Conference

Judiciary Committee Sits In to Study Technique Of OWI Chief in Handling Newsmen

SOMETHING new in the line of investigating techniques was tried in Washington last Wednesday when the Senate Judiciary Committee sat in on an Elmer Davis press conference to learn how the OWI chieftain handled his relations with the radio and press corps.

The session was held by mutual agreement of Sen. Van Nuys (D-Ind.), chairman of the Committee, and Mr. Davis, after Sen. O'Mahoney (D-Wyo.) had introduced a resolution authorizing the Judiciary Committee to look into methods and practices of Government agencies relative to the control of information.

With more than 100 newsmen present, Mr. Davis conducted the conference according to his custom. He reviewed military developments, then introduced Robert E. Sherwood, Director of OWI Overseas Activities, who described his recent duties in South Africa.

Senators Silent

After Mr. Sherwood had explained OWI's propaganda work in North Africa, including an admission that no medium wave broadcasts were yet reaching enemy territory from there, the session was opened to general questioning, in what Mr. Davis calls "The War Against OWI." Although nine Senators were at the table, none asked any questions.

Mr. Davis reaffirmed his position of last week that OWI would not sacrifice fact for ballyhoo in dealing with the public. He distributed a statement on operating policies of the Domestic Branch which said in part, "all facts must be presented accurately and in proper proportion. Emotional appeals of the type usually associated with promotional activities are not applicable to war problems."

Commenting on the resignation recently of 15 writers from the Domestic Branch, Mr. Davis said he felt they were excited at the time, and that they were wrong in saying OWI would sacrifice fact for effect. He said the organization was content to be judged by its output.

Replies to Taft

At one point in the conference, which dealt with almost every aspect of OWI activities, Mr. Davis pointedly remarked that Sen. Taft (R-O.) was misinformed in his attacks on the agency. Early in the week, Sen. Taft had introduced two resolutions, (SRes.-140, SRes.-141) requiring OWI to file with the Senate "propaganda" sent to troops and foreign countriees.

The OWI chief remarked that OWI sent no propaganda to troops, and only carefully selected information to other countries. He said that the directives governing broadcasts abroad were approved by the State Dept., and the War and Navy Dept., and that content of programs conformed to these directives.

Returning to the Taft Resolutions, Mr. Davis said OWI would be glad to submit its broadcast material to the Senate, except that there are 2500 radio scripts a day, "and we would have to ask the Senate to intercede with ODT to get a couple of freight cars to ship them down here. If we made enough copies of these scripts to satisfy everyone who wanted to read them, the Senate would probably be right in challenging our waste of paper," he remarked.

4th Term—"Hot Air"

Asked how much political news was sent abroad in news broadcasts to the armed forces, Mr. Davis said none at all. He remarked that there was no political news at this time, "fourth term talk being nothing but hot air on both sides."

The statement on operating policies of the Domestic Branch also said that OWI is not charged with maintaining morale; that OWI has no authority to make Government policy except in dissemination of information; that OWI could not at any time say that any information cannot be printed or broadcast; that OWI will not curtail the open-door policy that enables reporters to reach news sources in the Government.

In the Senate last week, OWI had been subjected to criticism by both Senator Taft, and Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, which originates radio legislation. In introducing his two resolutions, Sen. Taft declared that "ugly rumors are abroad that much of this shortwave broadcasting is futile and idiotic and very inferior to that of other nations. It is said that some of it is Communist and some of it is Fascist and that much of it tries to play European politics, about which we know nothing."

Senator Wheeler, commenting on a disagreement between Mr. Davis and Rubber Czar William Jeffers said he would be glad to see OWI abolished, for "this would be a blessing to the country".

Elsewhere, Rep. Woodruff (R-Mich.) said in the House that OWI was destroying the morale of the Polish people, and preparing them to accept partition of their country. Mr. Davis said statements like Rep. Woodruff's were instigated by partisan groups of exiles from occupied countries who were angry because OWI did not play their politics.

A GOOD BEGINNING for Hugh Feltis, new manager of KOIL, Omaha, and Arthur Weaver, former KOIL general sales manager, who recently started his own advertising agency. Mr. Feltis signs his first contract, offered by Mr. Weaver, handling his first account.

WSJS UPS TO 5 KW. WITH NO FANFARE

WSJS, Winston-Salem, N. C., began operating last week on new power of 5,000 watts and simultaneously began its fourteenth year of operation. No special ceremonies were scheduled, the station's owners, the Piedmont Publishing Co., holding that all efforts should be continued in behalf of the war effort.

Station also opened a new transmitter building seven miles north of Winston-Salem. Original 100-watt transmitter was atop the Journal and Sentinel office, operating on 1310 kc. Studios were on the building's second floor. Studios now are housed in the WSJS Radio Center completed two years ago.

Highlights of WSJS's operation also include affiliation with CBS in 1932; assumption of presidency of Piedmont Publishing Co., by Gordon Gray in 1937; affiliation with NBC in 1940; authority to shift from 1310 to 600 kc. in 1941.

New Amos 'n Andy Show Booked by Lever Bros.

LEVER BROS., Cambridge, Mass. (Rinso), through Ruthrauff & Ryan, New York, in mid-April completed negotiations for a new weekly half-hour series featuring Freeman F. Gosden and Charles J. Correll who portrays Amos 'n' Andy, respectively. With network as yet undesignated, program is scheduled to start late in September. Format will include film guest stars, it was understood. Team on Feb. 14 last by mutual agreement discontinued their nightly quarter-hour series after five years under sponsorship of Campbell Soup Co. Faced with restriction of can supplies, that firm decided a weekly half-hour broadcast would be more feasible, and submitted plans to the comedy stars. Latter declined to change program format at that time and agreed to terminate their contract [BROADCASTING, Feb. 1].

CIAA Radio Me To Latin Americ

Arrangements Made for D Programs on Mexican Borde

TO CHECK the effectiveness of t radio activities of the Coordinat of Inter-American Affairs and t consult with the CIAA fieldm working in Latin America for th past several months, four exec tives of the CIAA radio divisio will make survey tours of the var ous Latin American republics an report their findings prior to th start of the division's new fisca year.

First to go this week will be Wi fred S. Roberts of the radio pro gramming division in New York who will visit Chile, Colombia Ecuador, Peru and Bolivia. In May Walter Krause of the Washington office, will travel to the Dominican Republic, Haiti, Cuba and Vene zuela. A week later, Don Francisco Director of the CIAA radio divi sion, will visit the Hollywood Office followed by a tour of Mexico Guatemala, El Salvador, Hondura Nicaragua, Costa Rica and Panama.

When each of these men has re turned, either William Hillpot, di rector of the New York radio of fice, or John Ogilvie, assistant to Mr. Francisco, will visit Brazil Uruguay and Paraguay.

The CIAA also announced last week that it had made arrange ments in cooperation with the OWI ASCAP, SESAC, AFRA and the AFM, to send five specially tran scribed programs to 30 American stations located on or near the Mexican border for broadcast to Spanish and Mexican speaking peoples in those districts. Programs are *Eljuventude Combattente* [fighting youth], *Alejandro Sux Hable*, [commentary by Mr. Sux], *El Verdadero Enemigo* [this is our enemy], *El Radioteatro de America* [dramatizations], and *Contra Espionage* [counter spy].

Paramount Plans

PARAMOUNT Pictures Inc., for two years a leader in pre-selling films by tieups with sponsored network programs, is slated to reach for new peaks on future products. An extensive radio pre-selling campaign is planned for the picture "China" with decision based on box office aide such exploitation gave "Star Spangled Rhythm" and "Road to Morocco". Currently "Happy-Go-Lucky" and "Reap the Wild Wind" are getting heavy air plugs. Martin Lewis, formerly editor of *Movie Radio Guide*, is in charge of radio exploitation for Paramount.

Lt. Col. Pierre Lorillard

LT. COL. PIERRE LORILLARD (retired), 61, of the Lorillard family long associated with the tobacco company of that name, died April 18, at Tuxedo Park, N. Y. Last of the family to be active in the affairs of P. Lorillard Co., New York, was Lt. Col. Lorillard's father, Pierre Lorillard Sr.

U.P. U.P. U.P.

No. 1 Worldwide News Service

The United Press is the largest and most far-reaching news service in the world.

Clients receiving news direct from United Press number 2014—hundreds more than those of any other service.

United Press dispatches reach every country outside the Axis. This includes all the Americas, Britain and all her empire, Iceland, Sweden, Switzerland, Finland, Iraq, Iran, Palestine, Turkey, Egypt, Portugal, Russia and Free China.

The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world's news services.

FOREMOST BECAUSE IT OFFERS MOST

UNITED PRESS

Here's what we mean by "A TREASURE HOUSE of Recorded Programs"

NBC THESAURUS... *it's built*

A Complete NBC program service with big names, fine music, great programs . . . PLUS the sales ammunition that gets you those contracts!

NBC THESAURUS is built to just one specification: to enable you to land the most sponsors for the longest periods with the least cost and trouble to you. . . . That's how we planned it, and that's how it works.

THESAURUS not only pays its own way, but it builds up your station, supplements your production staff, bolsters your sales staff, and actually helps you sign up your sponsors!

Does THESAURUS have the big names?—You can have Sammy Kaye, Horace Heidt, Xavier Cugat, Dr. Edwin Franko Goldman, Lawrence Welk, Dick Jurgens, Allen Roth, Vincent Lopez, Harry Horlick, and dozens of others!

Does THESAURUS give you fine music? — Just take your pick from these great music-makers: Norman Cloutier's "Memorable Music," Rosario Bourdon's Symphony, Allen Roth's "Symphony of Melody," Richard Leibert at the Radio City Music Hall Organ, the thrilling baritone of Thomas L. Thomas—and many, many more!

Does THESAURUS offer you great programs? — The line-up includes: America Marches with the Goldman Band, Church in the Wildwood with John Seagle, Novatime with Ted Steele, I Hear the Southland Singing with the Golden Gate Quartet, Jesting with the Jesters, Concert Hall of the Air,—and the list goes on and on and on!

And does THESAURUS offer you help in selling? — And how! You get a Sales Manual, a Portfolio of Programs for each member of your sales staff, weekly con-

CONCERT HALL OF THE AIR
THE CONCERT HALL OF THE AIR is dedicated to the presentation of musical works in all the fine forms of musical art—majestic symphonies—colorful operatic overtures—descriptive tone poems and suites. These musical gems are tastefully set in programs of inspiring beauty featuring Rosario Bourdon and his great Symphony Orchestra. Famed soloists—instrumental and vocal—are frequent contributors. They include such favorites as Vivian Della Chiesa, well-known radio soprano; Thomas L. Thomas, Metropolitan baritone; and Vicente Gomez, guitar virtuoso. An audition will reveal the distinctive quality and great appeal of this fine musical program.
Arranged for half hour programs
LEIBERT
Pealing from the loft of the great organ in the world's largest theatre—The Radio City Music Hall—come the melodies of the gifted young organist, Richard Leibert. These special recitals give full play both to Mr. Leibert's fine talent and to the magnificent Music Hall instrument, providing programs of rich musical appeal. Add to the thousands who prefer organ music above all else, the vast audience attracted by the individual style and fascinating arrangements of this master musician and you can appreciate how well-
MUSIC BY CUGAT
Xavier Cugat, the incomparable King of the Rumba and the Conga of Spanish music! These are only a few of the
ERICA MARCHES
DR EDWIN FRANKO GOLDMAN
AND HIS FAMOUS 60 PIECE BAND
On the War Front and the Home Front, America Marches to Victory! Here is a timely, inspiring radio program that is dedicated to Americans fighting to preserve America and all it stands for—fighting on land, sea, and in the air, in the factory
Lives On
with HARRY HORLICK
SWING AND SWAY
WITH
SAMMY KAYE

Each member of your sales staff gets a set of these program sheets in THESAURUS' Portfolio of Programs – a piece of potent sales ammunition!

t to SELL...and it DOES!

tinuity for 28 programs series, special Holiday Shows for one-time shots, Production Aids including a comprehensive Sound Effects Library, Special Bulletins about hot ideas that have worked, a Complete Publicity Kit—with photographs, mats, and publicity releases for all THESAURUS artists.

Yes, THESAURUS is made to SELL—and you get everything it takes to sell it! Here is the complete, effective, perfectly produced package—and it's packed with profits for you!

Let's talk about saleable THESAURUS Programs and our other NBC Recorded Features at

NAB WAR CONFERENCE

PALMER HOUSE, CHICAGO

April 26th - 29th

Thesaurus Programs Work For Every Type of Sponsor

MEAT PACKERS, SHOE DEALERS, TAXI COMPANIES, BAKERS, FINANCE COMPANIES, PRODUCE DEALERS . . . are among the sponsors of MUSICAL CLOCK . . . 5 times weekly.

RADIO DEALERS, INSURANCE BROKERS, STEEL MILLS, UTILITIES, BANKS, NEWSPAPERS, JEWELERS . . . are among the sponsors of CONCERT HALL OF THE AIR . . . 3 times weekly.

WOMEN'S SHOPS, BOTTLERS, CLOTHING STORES, JEWELERS, RESTAURANTS, FOOD MARKETS, FURNITURE AND DEPARTMENT STORES . . . are among the sponsors of popular THESAURUS DANCE ORCHESTRAS such as Sammy Kaye, Xavier Cugat, Lawrence Welk, Dick Jurgens, Tony Pastor and Vincent Lopez . . . 1 to 5 times a week.

LAUNDRIES, MEAT PACKERS, COAL COMPANIES, FUNERAL HOMES, PAINT STORES, OPTOMETRISTS, GROCERY CHAINS . . . are among the sponsors of CHURCH IN THE WILDWOOD . . . 5 times a week.

MUSIC COMPANIES, DEPARTMENT STORES, HOME SUPPLY COMPANIES, FUEL COMPANIES, CLOTHING STORES, FURNITURE STORES, UTILITIES . . . are among the sponsors of ALLEN ROTH and the SYMPHONY OF MELODY . . . 3 times a week.

CONSTRUCTION COMPANIES, LAUNDRIES, DEPARTMENT STORES, GAS COMPANIES, COAL COMPANIES, MOTOR SERVICE COMPANIES, MEDICAL SUPPLY HOUSES . . . are among the sponsors of NORMAN CLOUTIER and his MEMORABLE MUSIC . . . twice a week.

NBC *Radio Recording Division*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York · Merchandise Mart, Chicago

Trans-Lux Building, Washington, D. C. · Sunset & Vine, Hollywood

Future of FM–Armstrong

(*Continued from page 26*)

ceivers was pointed to as additional proof thereof. The reason for the way the average listener set the tone control was, of course, that he wanted to exclude the distortion and noise prevalent in the upper frequency ranges of the reproduction. The error was made, however, of passing judgment on the state of the listener's auditory perceptions, instead of examining the deficiencies of amplitude modulation systems.

The failure to recognize the fact that FM systems may be made with much lower distortion than AM systems is still quite widespread, as shown by the absence of any appreciation of this difference in a recent textbook devoted to the subject of Frequency Modulation. On this subject some of the engineering profession might well have paid more attention to the enthusiastic comment of our master conductors on FM reproduction, rather than to place reliance solely on its measuring instruments and on theories imperfectly understood.

Surprise Performance

A second error was in the failure of the communications branch of the industry to realize the efficiency with which programs could be relayed to and between mountaintops by very high frequency FM links. The performance of the Boston-Mount Asnebumskit relay was a rather startling surprise to the proponents of wire line transmission. Experience has proven these links far superior to wire transmission and infinitely less costly. Their effectiveness is still underestimated.

It is not generally known that for well over a year a regional FM network has been set up and operated from Alpine to Mt. Washington several times a week. (Alpine, Meriden, Paxton, Mt. Washington and Schenectady.)

The program on which all stations are linked originates at the Muzak station in New York. Various interchanges comprising a smaller number of these stations occupy several hours of time daily. Despite the fact that in all but one instance reception and retransmission is accomplished by going down to audio on the incoming signal and remodulating a transmitter on the outgoing signal, the quality on the far end of the link is superior to wire line transmission.

At the Meriden station, however, there has been in use for several years a frequency conversion system which changes the incoming frequency of Alpine to the transmission frequency of W65H. This current is then amplified up to excite the power amplifier stages of W65H. Operation has been so reliable that remotely controlled relays of this type are engineering possibilities.

With this historical background of the record of difficulties overcome and of a widespread industry and public acceptance, it is easy for anyone to form his own judgment of what will happen in the post-war period. The difficulties which have been overcome, whether real or fancied, were of a nature that required time and effort. Such problems as remain are principally those of degree and involve manufacturing technique rather than invention or pioneer mountaintop engineering of the type so brilliantly carried out by de Mars.

With sufficient wave lengths available, so as to accommodate every community capable of supporting a station, the way is opened for a mass production of moderate powered broadcasting transmitters on a scale that has never been dreamed of. This is bound to result in substantial reductions of initial costs. The ever increasing reliability of operation of the FM type of transmitter means an ever decreasing cost of maintenance and operation. Transmitters in the lower power class, remotely controlled from the studio, are engineering possibilities.

In respect to tube cost, it may be a matter of more than passing interest to note that the latest design power amplifier tubes at the Alpine transmitter gave a life of 8500 and 8600 hours respectively. For 5000 hours of their life these tubes were operated at 40 kilowatts output; during the remaining part of their life they were operated at 30 kilowatts. The initial model of these tubes cost twice as much as the present one and the guarantee was limited to 1000 hours at plate voltage of 9000. Fifty percent higher voltages can now be effectively used, with many times the guaranteed life. This very substantial improvement has come about as a result of expenditures of a very minor nature.

Program Costs Lowered

Even reduction in the cost of programming is in sight. It will not take too long to put into effect those improvements in the technique of transcription recordings that had progressed so favorably before Pearl Harbor and which, in those areas where live shows cannot be put on, will furnish a satisfactory and inexpensive substitute.

To the question of the availability and cost of receivers, it is not necessary to give a moment's thought. With the standards now set by the FCC, with most of the receiver manufacturers now thoroughly experienced in FM set design, and with the new mass production techniques now being learned, it will be the story of the Superheterodyne all over again—a receiver suitable for every pocketbook.

An enormous replacement demand is being built up daily, both by general obsolescence and the breakdown of sets. It is certain that most of these sets will be replaced by FM-AM combinations. With the increase in the number of FM receivers, it follows automatically that it will no longer be possible to withhold the popular programs from FM stations. The listener will determine that.

The one field which is not yet on a solid engineering and commercial basis is the rebroadcasting and relaying field. Herein exists great opportunity for ingenuity in working out the interchange and relaying of programs within regions. Apparatus for covering substantial areas can be quickly supplied. Long links will take more time.

Surprises in Store

The industry will unquestionably accept as self-evident these things which have been here set down. Were I to make any predictions, however (and they would be made entirely on the basis of work carried out before the war), it would be that the ease with which relaying can be accomplished and the excellence of the performance will be the next surprise. The difficulties are of quite a different order from those encountered in the relaying of television programs.

In the original paper presented before the Institute of Radio Engineers in 1935 the following statement appears:

"The conclusion is inescapable that it is technically possible to furnish a broadcast service over the primary areas of the stations of the present-day broadcast system which is very greatly superior to that now rendered by these stations. This superiority will increase as methods of dealing with ignition noise, either at its source or at the receiver, are improved."

The conclusion is likewise inescapable that within five post-war years the existing broadcast system will be largely superseded.

W41MM—'LAND OF THE SKY'

"A MILE-and-a-quarter high, in the Land of the Sky." So is described the transmitter of W41MM, North Carolina's frequency modulation station, atop Clingman's Peak adjacent to Mt. Mitchell, 6,600 feet above sea level, and the country's highest FM transmitter.

W41MM, operating as an affiliate of WSJS, Winston-Salem, is owned by Gordon Gray, president of the Piedmont Publishing Company, licensee of WSJS. Gray is now on leave of absence as a lieutenant in the United States Army, stationed at Fort Benning, Georgia. He had enlisted as a buck private a year ago when 33. Harold Essex, managing director of WSJS, serves in the same capacity for W41MM.

The FM outlet is programmed from studios in Winston-Salem with programs beamed the 116 airline miles to Clingman's Peak by a 25-watt ST link operating on 337 megacycles. Present operating schedule is six hours daily, seven days a week, from 4 to 10 p.m., EWT. Authorized for 50,000 watts, W41MM is broadcasting on a reduced power of 3,000 watts for the duration by special authorization of the FCC. Programs include local originations, transcriptions and NBC sustainings. A recent survey has shown approximately 3,000 FM receivers in the present coverage area of the station.

Watchman Free

HERE IS one Victory Garden in which not a bean, not a pea, will be bothered by prowlers or even a casual kleptomaniac. WCCO engineers at Anoka, Minn., have had plowed 20,000 square feet of transmitter ground for everything ranging from radishes to potatoes. Since the grounds are guarded 24 hours a day and have powerful searchlights as an added protection—it is safe to say not a single scallion will be filched.

Philco Output Rockets

PRODUCTION of radio and electronic equipment and other war materials increased eight times over production in the corresponding period last year, according to James T. Buckley, president of Philco Corp., following the annual meeting in Philadelphia last week He pointed out that Philco subcontracted with or purchased from other producers over 50% of its total Government radio billings in the last five months of 1942, orders being placed with about 600 companies. At the annual meeting the number of directors were reduced from 17 to 16 and present directors were re-elected for the ensuing year.

XUM

This is
AMERICA'S TALLEST RADIO TOWER
The BIG AGGIE Station has done it again! To better serve the midwest farmer, WNAX is now broadcasting from its new 927-foot tower...higher than a 90-story building...the tallest in America.
This important Columbia outlet has long served an area embracing nearly four million people in Iowa, Minnesota, Nebraska and the Dakotas. Four out of five of them are farmers...tillers of the soil...producing food that will help win the war...and the peace.
Now with America's Tallest Radio Tower, and a five-fold increase in night-time power, additional thousands can hear WNAX...and receive the war-time service that it affords.
Farms are vital Defense Plants. Farmers are Defense Workers. It is to them...that WNAX proudly dedicates America's Tallest Radio Tower...and its potent, more powerful voice.
"The Billion Dollar Market"
570 ON YOUR DIAL
Affiliated with C.B.S.
WNAX
SIOUX CITY YANKTON
Represented by the Katz Agency
A Cowles Station
5000 WATTS NIGHT AND DAY

1943 YEARBOOK CHANGES AND CORRECTIONS

THE list that follows, though mostly made up of changes and additions that occurred since publication of the 1943 YEARBOOK number, will also serve to correct several typographical errors and omissions. This information is based mostly on stories and items in the weekly issues of BROADCASTING and as reported to us by the concerns involved. Since changes, particularly in personnel, are now extremely frequent, the most satisfactory way of keeping your YEARBOOK data up-to-date is to make these changes from the information carried in the magazine from week to week.

Page 32—Headquarters Staff, NAB, insert Walt Dennis, news and information chief; Willard D. Egolf, assistant to the president and director of public and industry relations. Under Board of Directors, (District 3) delete Isaac D. Levy, inserting Roy F. Thompson, WFBG, Altoona, Pa. Show James W. Woodruff Jr., WRBL, Columbus, Ga., replacing Frank King, District 5.

Page 64—William G. Rambeau Co., New York office. Paul S. Wilson replaces Dana F. Baird. Under Reynolds-Fitzgerald Inc., New York office, eliminate Harry D. Reynolds.

Page 65—Weed & Co., Hollywood address should read 6253 Hollywood Blvd., Lincoln Simonds replacing Haan J. Tyler as manager.

Pages 73-156—News services in Directory of Broadcasting Stations of the United States, PA should read AP.

Page 76—Chief Engineer for KGER, Long Beach, is Lon Oakley. Delete Loyd Sigmon as chief engineer of KMPC, Beverly Hills. A. V. Bamford succeeds Philip G. Lasky as general manager of KROW, Oakland, and Mercedes Prosser is program director.

Page 78—Insert Don Searle as general manager of KGO, San Francisco. Ray Buffum is program director of KPO, San Francisco. Edward J. Jansen replaces Lincoln Dellar as general manager of KSFO, San Francisco. Mrs. Janet Franke becomes program director of KYA, San Francisco. Delete Ken Peters and Jess Jones of KTMS, Santa Barbara, inserting Frank Weltmer as program director.

Page 80—Delete Austin Williams and Elmer Fondren under KLZ, Denver, showing Pete Smythe as program director and Roger Rambeaux as promotion manager. Under WTIC, Hartford, Leonard J. Patricelli is program director.

Page 82—Change WJSV, Washington, to WTOP and show Martin D. Wickett as program director. Under WOL, Washington, Henry V. Seay is commercial manager. Carleton D. Smith succeeds John H. Dodge as commercial manager of WRC, Washington. Change WFTM, Ft. Myers, Fla. to WAAC.

Page 84—Insert Headley-Reed as representatives for WAGA, Atlanta. Delete Blair. Show Charles McClure as promotion manager of WSB, Atlanta.

Page 88—WIND, Gary, Ind. Fred Willson becomes program director. Under WJJD, delete Al Hollender as program director. Delete all particulars on WJWC, Hammond, Ind., now off the air.

Page 92—WTAD, Quincy, Ill., delete Jack Sexton as program director. Delete Alva E. Smith, chief engineer, of WOWO-WGL, Fort Wayne. Delete all particulars on WJWC, Hammond, Ind. Change program director of WIBC, Indianapolis, to Bert Julian.

Page 94—As network for WLBC, Muncie, Ind., insert CBS. L. von Linder replaces Don Inman for WMT, Cedar Rapids, Ia. Delete Robert Dillon as commercial manager of KSO-KRNT, Des Moines. Change licensee of WKBB, Dubuque, Ia., to Dubuque Broadcasting Co. and delete Walter E. Klauer as chief owner.

Page 96—Robert K. Lindsley replaces Ray Linton at KFBI, Wichita. Change licensee of KVAK, Atchison, Kan. to S. H. Patterson, showing S. H. Patterson as chief owner and Norwood Patterson as chief engineer.

Page 98—Show L. D. Newman as general manager of WCMI, Ashland, Ky. G. F. Bauer as commercial manager of WINN, Louisville.

Page 100—Show Arthur Owens as general manager of WRDO, Augusta, Me. Albert W. Smith is commercial manager and Linwood T. Pitman promotion manager of WCSH, Portland, Me. Insert CBS as network for WFMD, Frederick, Md. Show Lew Walker promotion manager of WCOP, Boston.

Page 102—Burn-Smith represents WEIM, Fitchburg, Mass., and Earle Clement is general manager instead of Milton H. Meyers. Horace W. Nichols succeeds James L. Spates as general manager of WHAI, Greenfield, Mass., with Ann Erickson replacing Warren M. Greenwood, and Hugh Ralston becoming chief engineer. Under WORC, Worcester, eliminate CBS. Eliminate NBC under WTAG, Worcester.

Page 104—Burn-Smith represents WJLB, Detroit. Delete all particulars on WASH, Grand Rapids.

Page 106—Dick Loughrin is program director of KYSM, Mankato, Minn. Harry McTigue is program director of WLOL, Minneapolis. Insert MBS as network for WCBI, Columbus, Miss., and change frequency to 1340 kc. Change program director of KDAL, Duluth, to C. Alden Baker, and promotion manager to June Lange.

Page 108—Insert Dave Brown as promotion manager of KCMO, Kansas City. Dave Mars is promotion manager of KXOK, St. Louis.

Page 110—Delete Biddick as representative of KFBB, Great Falls, Mont. Delete Don Searle in the listings for KFAB, and KFOR, Lincoln, and KOIL, Omaha. Lyle DeMoss is program director of WOW, Omaha. Show Hugh Feltis as general manager of KOIL, Omaha.

Page 112—Delete Radio Adv. under WKNE, Keene, N. H., showing Headley-Reed as representatives. Martin Avery replaces Earle Clement at WLNH, Laconia, N. H. Show Charles Baltin as promotion manager and Theodore Gemp as chief engineer of WHOM, Jersey City. Sidney Flamm becomes general manager of WPAT, Paterson, instead of George H. Jaspert who is also succeeded as commercial manager by A. Lewis King; Ted Webbe is program director. Delete George S. McGinley as commercial manager of WTTM, Trenton.

Page 114—Show Martha Summers as program director of KOB, Albuquerque.

Page 118—Replace listed personnel of WKNY, Kingston, with the following: Norman Furman, chief owner; George S. McGinley, general manager; Martin Weldon, program director; Louis Steketee, program manager, and Francis Boisvert, chief engineer. Insert Shirley F. Woodell as program director of WEAF, New York. William F. Carley is promotion manager of WINS, New York. Robert I. Garver becomes commercial manager of WJZ, New York. C. Nicholas Priaulx is general manager of WMCA, New York.

Page 120—Show Raymond C. Gantter as program director of WFBL, Syracuse. Delete Walter Lardner as chief engineer of WTRY, Troy. Show CBS as network for WWNY, Watertown, N. Y. Change frequency of WFAS, White Plains, to 1230 kc. Delete John E. Thayer as chief engineer of WWNC, Asheville, N. C. Change name of licensee of WHAM, Rochester, to Stromberg-Carlson Co.

Page 124—WPTF, Raleigh, change address to Durham Life Bldg. and show O. L. Carpenter as commercial manager.

Page 126—Fred Palmer is general manager of WCKY, Cincinnati; Delete Al Bland. Insert Ted Hanna as promotion manager of WGAR, Cleveland. Delete Deane S. Long as program director of WAKR, Akron.

Page 128—Change network affiliation of WCOL, Columbus, O., to Blue. Show Austin Williams as program director of WFMJ, Youngstown. Insert MBS under network for KWON, Bartlesville, Okla.

Page 130—Delete Raymond Ruff as promotion manager of KOMA, Oklahoma City. Change general manager of KGFF, Shawnee, Okla., to Joseph W. Lee and commercial manager to Maxine Eddy. Change commercial manager of KVOO, Tulsa, to Gustav Brandborg, and promotion manager to Manton Marrs. Insert John Esau under general manager of KTUL, Tulsa, and change commercial manager to R. P. Akin and program director to Eddy McKean.

Page 132—Change program director of KXL, Portland, to Barbara Forest. Delete Earle W. Headrick as commercial manager of KSLM, Salem, Ore.

Page 136—Change commercial manager of WPRO, Providence, to George L. Jaspert. Show Thomas L. Means as promotion manager of WCSC, Charleston, S. C., and delete James M. Weaver, chief engineer. Change commercial manager of WFBC, Greenville, S. C., to Robert Glass. Change chief engineer of WSPA, Spartanburg, to Harold Beckholt.

Page 138—Change general manager of WJHL, Johnson City, Tenn., to Ken Marsh. Change commercial manager of WNOX, Knoxville, to George M. Burbach Jr., and insert George Smith as chief engineer.

Page 142—Delete Winston S. Dustin as commercial manager of WSM, Nashville, and show Bob Shimbaum as promotion manager.

Page 144—Change address of KMAC, San Antonio, to National Bank of Commerce Bldg.

Page 148—KRGV, Weslaco, Tex., delete Guy W. Bradford as general manager and commercial manager, inserting Archie Taylor in his stead.

Page 150—Delete all particulars on WPID, Petersburg, now off the air.

Page 152—Change program director of KIRO, Seattle, to Arthur W. Lindsay. Show Alan Hale as promotion manager of KOMO-KJR, Seattle. Change commercial manager of KOL, Seattle, to Archie Taft Jr.

Page 153—Change promotion manager of WCHS, Charleston, W. Va., to Sam Molen. Insert Blue as network for WSAZ, Huntington, W. Va. Show Allen Curnutt as general manager of WCLO, Janesville, Wis., and James Robertson as program director.

Page 154—Change promotion manager of WTMJ, Milwaukee, to Bob Carman. Change licensee of WOSH, Oshkosh, Wis. to Oshkosh Broadcasting Corp., showing Myles H. Johns as chief owner.

Page 156—Change licensee of KFQD, Anchorage, Alaska, to Alaska Broadcasting Co. and insert CP. 1,000 under power. Change news service of KGMB, Honolulu, to UP and delete UP as news service for KGU Honolulu.

Page 158—Change general manager of CJAT, Trail, B. C., to Walter Dales.

Page 195—Insert Mrs. Mary Sutherland under Board of Governors, CBC. Delete W. E. Gladstone Murray under National Programme Office, and H. W. Morrison.

Page 196—In program department, change script manager of Blue Network to Stuart Buchanan, and production manager to Raymond Knight. Under network sales department show D. R. Bickham as eastern sales manager, and Maury Rider as special events and news manager of the western division. Insert Paul Whiteman as director of music.

Page 197—CBS, Margaret Kennedy now director of publicity for Latin American network. Insert Lawrence S. Haas as shortwave editor, and Leonard F. Erikson as network sales manager in the network sales department. Show Roy S. Langham as assistant to director of broadcasts under program department, and W. Donald Roberts as western sales manager with Kenneth L. Yourd as assistant director at WTOP, Washington. Insert James Fleming as CBS correspondent in Ankara, Turkey, and insert Horace Guillotte, network operations department. Show Jerome Sill as director of promotion service instead of manager of station service under CBS.

Page 198—NBC, show Paul Rittenhouse as manager of guest relations department, deleting assistant manager. Insert Richard H. Close as sales service manager under national spot sales department. Show Willan C. Roux as assistant manager, NBC spot sales in charge of sales development, and show Mac Jordan as also director of religious broadcasts; Robert W. Friedheim as business manager, and Oscar C. Turner as program manager of Radio-Recording Department, deleting eastern sales manager. Show Ralph Howard (Ralph Peterson) as foreign representative in Africa.

Page 216—Add transcriptions and recording service under nature of service for Rockhill Radio Inc., New York.

Page 246—Voice of Prophecy Inc., delete Jack Parker & Associates.

Page 258—Delete M. H. Collins as manager of Collins Radio Co.

Page 262—Delete R. G. McCurdy in the St. Louis office of Graybar Electric Co.

Page 270—Delete I. R. Baker, Camden office of RCA.

Page 308—Delete Atlanta and Dallas field offices of FCC.

Page 313—Delete WASH, Grand Rapids, Mich. Change WFTM, Ft. Myers, Fla. to WAAC.

Page 314—Change WJSV, Washington, to WTOP, and delete WJWC, Hammond, Ind., and WPID, Petersburg, Va.

Page 318—Change frequency of WFAS, White Plains, N. Y., to 1230 kc. and delete WPID, Petersburg, Va. under 1240 kc. and WASH, Grand Rapids, under 1300 kc. Add WCBI, Columbus, Miss., under 1340 kc. Under 1240 kc. change WFTM to WAAC.

Page 320—Delete WCBI, Columbus, Miss., under 1400 kc. and change WJSV, Washington, to WTOP under 1500 kc.

Page 330—Consulting Engineers, delete Edwards & Martin. Change address of Raymond M. Wilmotte to 1469 Church St., N.W.

Page 333—Correct corporate name of Midland Radio & Television Schools Inc., Kansas City, under Television Laboratories.

Page 334—Market Research and Marketing Groups, add Robert S. Conlan & Associates, New York Life Bldg., Kansas City, telephone Victor 1973. Also include Ellictt-Haynes Ltd., Canadian Bank of Commerce Bldg., Toronto. Branch: Sun Life Bldg., Montreal.

1943 MAP—Youngstown, O., erroneously listed in Columbiana County, should be placed in Mahoning County.

WGKV'S 'MUSICAL PICTURES'

Series Designed to Stimulate Imagination
Draws Interest of 27,000 Children

SOMETHING NEW in education by radio is reported favorably by WGKV, Charleston, W. Va., following a three months series of half hour programs called "Musical Pictures." WGKV had the cooperation of the Charleston Junior League and the schools of Kanawha County with 27,000 children participating.

In the series, music was played and children gathered about the school receiving sets were asked to express their reactions by means of a pencil sketch, a poem, story, painting or otherwise. No competition was announced although at the end of the season a second grade pupil's painting won a scholarship for the child at a local music and fine arts school.

Music for each program was classified by subject such as animals, folk dances, toys, the sea, cowboys, trees, etc.

"The purpose of the series was to stimulate imagination, creative ability and expressive thought," says Worth Kramer, WGKV general manager. "It was not a music appreciation series. A good illustration of its effectiveness is the work turned in by pupils. Exhibits now are being shown all over Charleston of the creative art developed through this series."

Mr. Kramer said he believed that the series had demonstrated radio's effectiveness as an education medium.

Mistaken Identity

ROD CUPP, producer of the *National Barn Dance* on WLS, Chicago, got his victory garden in real shape by completely covering the surface with what appeared to be lime fertilizer, which he found in a sack in the cellar. Came rain and sunshine, the fertilizer became as hard as street pavement. Cupp then discovered that what he had actually spread on the garden was Portland cement which he had transferred to the fertilizer sack last summer.

COMMUNITY LEADERSHIP

. . . established in peace
. . . continues in war

KOIN'S position of leadership in community service started long before the war . . . but war has increased the extent to which it is this station's privilege to serve.

Such community service KOIN conceives to be a duty and public trust . . . how well it does this job is attested by awards received from time to time. These include:

1935 . . VARIETY *Showmanship Survey*

In a nationwide survey of leading cities VARIETY found KOIN first for showmanship in the Portland area.

1938 . . McNINCH AWARD

KOIN placed first among stations from 1000 to 5000 watts power for cooperation in the NATIONAL AIR-MAIL WEEK EDUCATIONAL CAMPAIGN—sponsored by the National Association of Postmasters.

1939 . . VARIETY *Award For Social Service*

In this year VARIETY made a national survey covering the service of stations to their communities. KOIN was classed as the country's No. 1 Social Service Station.

1941 . . SPECIAL CITATION

At the Fifth School Broadcast Conference in Chicago a Special Citation was awarded KOIN for a local program series, "Dutch Uncles".

1942 . . VARIETY AWARD *for*
OUTSTANDING WARTIME SERVICE

The kind of 24-hour-a-day service that earned this national award continues for the duration. A "Personal Palm" was also won by Clare Hays for her nightly "Wartime Women" programs on KOIN.

KOIN

CBS Affiliate In

PORTLAND, ORE.

A GOLD MINE FOR SPOT ADVERTISERS

Kaiser's three shipyards—plus scores of other war industries—have made the Portland market a bonanza for spot advertisers. Payrolls and population have skyrocketed . . but rates remain the same for advertising on KOIN—Portland's first choice station.

FREE & PETERS, Inc., *National Representatives*

Radio Promotion Big Factor In Second War Loan Campaign

Networks, Stations Still Airing Special Shows to Boost U. S. Over the Top as Drive Nears Close

WITH ABOUT one week remaining to close the Treasury's Second War Loan, networks and stations continue to air special stunts and features to help sell $13,000,000,000 in Government securities before the end of the drive.

Using all its resourcefulness in every conceivable promotion, radio has adapted suggestions supplied by the NAB, OWI and Treasury to local interests and facilities. Many of the programs reported are based on ideas in *Selling More War Savings*, a promotion guidebook supplied to all media by the Treasury's War Savings Staff.

Quiz, Auction Shows

Quiz and auction programs have been especially good money raisers, with the Hartford, Conn., broadcast of *Information Please* selling a fifth of a billion dollars in Government securities. The *Dr. I. Q.* show, travelling since the first of the year on behalf of War Bonds, reports more than $12,000,000 in bond sales to date, with a recent spurt under the impetus of the Second War Loan.

Early shots in the Peoria, Ill., area War Loan campaign were fired by WMBD with a nine-hour continuous show from the Court House Square. Radio, newspaper and special stunt publicity preceded the rally.

KSO-KRNT, Des Moines, tied bond sales to war planes, using the slogan "Fighting Planes for Fighting Iowans." First three days brought over $300,000 at the station. WHO, Des Moines, reported War Bond sales of $3,000,000 on the first day.

Commercial firms in Beaumont, Tex., area contributed $1,000 to be used for War Bond prizes in KRIC's bond-selling contest. The station counted only those bonds purchased at its studios and based the count on number of buyers rather than size or number of bonds sold.

At Clarksville, Tenn.

More than 50 Clarksville, Tenn., merchants sponsored programs and announcements on WJZM on the opening day of the Second War Loan, with every program and announcement linked to some phase of the bond drive.

Financial response to the Radio Day schedule on WKNY, Kingston, N. Y., was so encouraging that last Friday the station began a new weekly series of bond selling variety shows called *Let Freedom Ring*.

Tanks, jeeps and Army amphibian cars rallied Schenectady to WGY's Bond program on opening day. Buyers were rewarded by a ride and were also introduced on the air. Jeeps also proved a stellar attraction at KPRO, Riverside, Cal., where purchasers received jeep rides as a special dividend. It was discovered that many people—particularly elderly ladies—had been harboring a secret desire to ride in one of the bouncing buggies.

In Roanoke, Va., WSLS went all-out for Uncle Sam with five remotes from war plants, the airport and a hospital. To get the script approved by OWI, the whole show had to be previewed and interviews taken down in short-hand.

Circus Assists

As the drive continues, circus stars, speaking from New York's Madison Square Garden, make personal appeals to listeners to buy bonds in a daily five-minute program on WHN, New York, in cooperation with the Barnum & Bailey Ringling Bros. Circus. Purchasers receive signed autographs from the circus artists.

KFI, Los Angeles, climaxed a four-day campaign last week with a satirical half-hour birthday party for Adolph Hitler with bond purchases as birthday gifts. The station presented buyers' names inscribed on a scroll to an Army Air Forces bomber pilot for overseas delivery during an April 21 broadcast originating from March Field, Cal.

In the second edition of *Newsreel-of-the-Air*, a unique progam which presents the news as reported by men and women in the headlines, WBZ-WBZA, Boston, aired late reports of Second War Loan activities. Governor Saltonstall's annual "Patriots' Day Proclamation" at the State House was heard on the program.

EMERGENCY HELP taking War Bond pledges after *This — The American Way*, Bond review and rally on WIP, Philadelphia, included Benedict Gimbel Jr. (l), WIP president, who aided the Emergency Aides at the telephones, taking orders for $782,000 in Bonds.

Twelve-year-old "Superboy Bond Salesman" Gerald Clemans Jr. appeared on a recent *Clair Wilson Reports* program on WOR, New York, to tell how he sold enough bonds at a school meeting to present the Army with 16 jeeps.

In addition to 31 bond drive programs on Radio Day, WSPA, Spartanburg, S. C., in cooperation with a local department store, ran a contest for best reasons to buy bonds. Purchasers gave their reasons and the most patriotic won prizes. First prize was a young Berkshire pig and 50 pounds of feed.

WIOD, Miami, working with the *Miami Daily News* and 17 local organizations, is running a downtown Bond Booth, manned on different days by Naval and Army units, department store clerks and members of clubs and civic associations. Visiting celebrities and night club entertainers appear on special programs at the booth.

Rochester's stations, WHAM, WHEC and WSAY, got together for a big show, *Your Money Fights*, which all broadcast on the drive's opening night. Fulton Lewis Jr., Larry LeSeuer and Lowell Thomas made special transcriptions for the show, which included remote pick-ups from an Army Air Corps training center and a Naval Training Station.

WDEF, WAPO and WDOD, Chattanooga, are duelling in a "Battle of Bonds." The three stations will continue the competition until that city's $8,000,000 goal has been reached.

With sports commentators and baseball men participating, WHIO, Dayton, broadcast a baseball bond rally at the Victory Bondwagon during the first week of the campaign.

Passed Million Mark

Martin Block's *Make Believe Ballroom* on WNEW, New York, passed the million dollar mark early in the drive. A single purchaser ordered $90,000 in bonds in response to the program's appeal.

During the first week, every station break at KSAL, Salina, Kan., was a transcribed message from the city's leading business men to promote the sale of bonds.

WQAM, Miami, opened its part of the drive with all-day broadcasts from its War Bond studio, where mikes and a public address system were set up near a roped-off light Army tank. Military and civic leaders and station artists made appeals throughout the day from this sidewalk studio.

As part of its campaign, WNLC, New London, Conn., also featured naval and municipal officials

In a thrice-weekly series, personalities and announcers at WBT, Charlotte, N. C., build, produce, direct and announce their own 15-minute surprise programs to promote bond sales. WBT keeps a record of sales, and the producer whose program shows the greatest pulling power will receive an award. Air plugs and local publicity keep up listener interest in the series.

ONE FIFTH OF ONE BILLION

That's Right We're Wrong—WTIC (Hartford) House Did Buy That Many Bonds

THE "BOYS in the back room" of BROADCASTING's editorial department couldn't believe their eyes when the wire came from Mr. J. F. Clancy, of WTIC, Hartford. The wire said that one-fifth of a billion dollars was represented by "the house" at the performance of *Information Please*, April 12.

As a result of the general conversation the paragraph in the Second War Loan story in BROADCASTING, April 19, got completely balled up and WTIC was credited with a quarter of a million. That's exactly $199,775,000 off.

The Clancy wire read as follows: "One fifth of billion dollars was represented by 'the house' at *Information Please* last night and Hartford set shining mark over NBC coast-to-coast broadcast for sister cities in United States to shoot at on opening day of Second War Loan Drive. A gasp went up when Clifton Fadiman, master of ceremonies, announced individual purchases in amounts of $25 to $5,000 had obtained seats for a total of $2,497,150.

"But then came surprise in astronomical figures that shattered all campaign records in city's history. One hundred and fifty seats, said Fadiman, had been allocated to corporate subscriptions, to securities by banks, insurance companies and industries and they represented $200,850,000. 'We consider this a phenomenal achievement on part of Hartford,' Mr. Fadiman told the radio audience. 'And we'd like to have you know the entire population of Hartford is 167,000. Every one a good citizen'."

The telegram added that Wendell Willkie, guest star, said the only reason for coming was to help Connecticut sell bonds. Governor Baldwin also appeared on the program in which he announced the state government had subscribed $9,300,000. The wire said that Paul W. Morency, general manager of WTIC, arranged to have the program broadcast from Hartford.

Communications Yearbook

FINANCIAL and operating data have been compiled from the annual and monthly reports received by the Accounting, Statistical and Tariff Department of the FCC from communication carriers and their holding companies and from standard broadcast stations and networks, subject to the Communications Act, for the year ending Dec. 31, 1941. Titled "Statistics of the Communications Industry in the United States", the yearbook is now on sale by the Superintendent of Documents, Government Printing Office, Washington, at 30 cents a copy.

XUM

with

AP NEWS FOR RADIO

Press Association, Inc.

Radio subsidiary of The Associated Press

50 Rockefeller Plaza. New York, N. Y.

Broadcast Serial Audience Not Typed

Comprehensive Data on Iowa Listening Released

APPROXIMATELY one-half of all women living in the state of Iowa are regular listeners to daytime radio serials. There is no recognizable "daytime serial listening type" of woman and there are only minor differences between regular listeners and non-listeners, in the proportions of women as to age, education and place-of-residence.

These conclusions are drawn from a new study by Leda P. Summers, in cooperation with the Office of Radio Research of Columbia U., New York. The work was published by WHO, Des Moines. "It's a good job even though there is no sales promotion for the station in it," says J. O. Maland, WHO vice-president, in releasing the data in a 50-page pamphlet under the title of "Daytime Serials and Iowa Women."

The study also proves there is evidence of close relationship between the amount of serial listening and the amount of magazine reading. That is, both the number of daytime serial listeners and the average number of serials heard per listener increase with each increase in magazine reading.

Also, as the amount of serial listening increases the listening to programs of classical music, audience participation shows and discussions of current events decreases. On the other hand religious music and complete dramatic programs are more popular with serial listeners than women who do not listen to serials.

Church-going Decreases

Although serial listeners attend church services less frequently than non-listeners, almost no difference is found between the two groups in the amount of attendance at other social gatherings. Conclusion is drawn that no evidence of any major psychological or social difference exists between the two groups. Two women out of every five who listen regularly to the serials believe that the listening helps them solve the problems of their own everyday lives.

The study also proves that the audience of any individual serial is affected by such physical factors as station coverage, hour of broadcast and position in the broadcasting schedule. These, in fact, appear to be in some cases more important than the quality of the program. As a result, the popularity of individual serials within a given area may differ widely from that shown in national ratings.

Age, education and place-of-residence all influence listening. Among the leading 25 serials, proportions of listeners under 35 years of age range from 30.4 to 46.4 per cent; proportions of women with college training range from 7.5 to 14.9 per cent; proportions of women living in urban communities range from 30.2 to 54.8 per cent.

Type of plot apparently influences audience and produces the greatest variations in composition with setting, age of leading character, type of problems introduced and extent of "moralizing" next in order. Greatest variations produced by these are found in the proportions of women of various educational levels, with place of residence and age of listeners taking second and third places.

Not an Average State

Bearing in mind that this study was made wholly in Iowa and represents only the listening habits of a state preponderantly agricultural, the figures nevertheless are important and significant in light of industry debates on the present value and the future consideration of serials.

In recent months sociologists and others have given attention to the daytime "soap opera" and to the effects of these serials on the women who listen to them. It is argued that the serialized stories give listeners companionship, a feeling of contact with others, an escape from every day worries and problems and a gratification of desires probably not to be realized otherwise.

On the other hand critics say the stories present a distorted picture of life; that by presenting heroines always involved in constant excitement they stir up dissatisfaction in listeners. The charge is made that the familiar triangle plot encourages a repetition in the listeners' lives, and that the constant portrayal of emotional stresses and strains make listeners neurotic.

With serials constituting about one-third of the day-time programs offered by the networks, with audiences of millions, the "soap opera" must be regarded as an important element in our daily lives, says the pamphlet's introduction.

Half Year Serials

Data collected is credited to Dr. Forest L. Whan, of the U. of Wichita, in connection with a more general study of the Iowa audience made in 1942. Interviewed were men and women in more than 9,000 Iowa homes, weighted accurately as to geographical location, size of community and economic status of occupants. The study covers replies given by the 5,324 women interviewed who live in radio homes.

Approximately one-half the women interviewed listened to one or more serials regularly. More than 50 women said they heard regularly 20 or more serials. The average was 5.

The study proved residence is an influence. Of 2,622 urban women who listen regularly, 15.3% listen to 1 or 2 serials; 19% to 3 to 6 serials. Of 1,551 farm women, 17% listen to 1 or 2; 24.7% to 3 to 6 serials. Obviously farm women (and village women similarly) listen more regularly in an agricultural state.

Age is a factor only to the extent that more women, 21 to 35 years, listen to 7 or more serials regularly. Otherwise the three groups—21-35, 36-50 and over 50 are about a draw.

As to influence of education: less college women listened than those who stopped with high school or earlier. It should be remembered, however, that in a farm state college trained women are less numerous. College women who listen to 1 or 2 serials, 14% of total; high school only, 15.8%, and less than high school, 17.1%. For 3 to 6 serials: college, 15.7%; high school only, 21.7%; and less than high school, 23.7%. Only 787 of the 5,324 women in radio homes were "college"; high school, 2,762; less than high school, 1,774.

The study shows a consistent relationship between newspaper reading and women who hear serials. The number of serial listeners increases steadily as the extent of news reading decreases. Single exception is that women who listen to 7 or more serials do read two or more papers as well.

A similar question on magazines brought out the fact there are more serial listeners among magazine readers than non-readers.

News Is Preference

A general preference for news above all kinds of radio entertainment is shown by all women interviewed, serial listeners or not. Next in preference was comedians. Beyond these two classifications differences were noted in tastes of the two groups. The women who listened heavily to serial dramas also voted heaviest for complete dramas.

Social contacts apparently have no bearing on serial listening. Of those who reported attendance at one or more social gatherings in the preceding two weeks, 48.6% were regular serial listeners. Regular church goers were 46.2% serial listeners.

Although psychiatrists say serials cannot help but fail to produce an "anxiety state" among women listeners the Iowa women themselves insist through answers as to the degree to which they worry that they worry just about the same as any other women—serials or no serials.

Another question left up to the listener, without aid of psychiatry was: Do these programs (serials listened to) help you to deal better with the problems in your every day life? Almost 41% said they believed the serials helped; 27.7% said they thought they did not help. The rest had no opinion.

Individual Serials

A large section of the pamphlet is devoted to audiences of individual serials. Tables show breakdowns, with possible stations, of the most popular stories.

A section also gives factors selecting serial audiences. This portion of the study inquired into the influence of setting of the serial's story type of plot, age of the characters, influence of the types of problems and the influence of moralizing. The answers were related to listeners' place of residence, age, education, reading and social activities (see table).

A sidelight worth mentioning tells us that women who worry more than others are little influenced by any of the serial content factors considered; but women who listen to serials whose plots center about a love theme, apparently worry more than those who listen to other types.

WHO, in presenting the facts, sums up, wisely no doubt, that listeners to daytime serials differ in no important respect from women who do not listen. There obviously is no "type."

"The factors which cause one woman to listen while her neighbor has no interest in radio serials are much more subtle and less easy to detect," the pamphlet concludes. "Probably they will not be the same for any two women."

Age, educational and place of residence classifications of women interviewed (raw figures) follow:

	All women interviewed		Urban* Over 25,000		Urban 2,500 to 25,000		Village Under 2,500*		Farm	
	L**	NL	L	NL	L	NL	L	NL	L	NL
All women	2544	2780	698	856	449	623	583	564	814	737
Ed'l groups:										
College	300	486	78	153	66	132	72	101	84	100
High school	1348	1414	425	497	244	336	286	357	393	324
Elementary	896	878	195	206	139	153	225	206	337	313
No inf'n		2				2				
Age groups:										
16 to 20	85	182	24	54	15	45	12	29	34	54
21 to 35	824	786	231	269	149	163	193	142	251	212
36 to 50	1116	1223	327	391	170	248	217	231	402	353
Over 50	517	586	116	142	114	164	160	162	127	118
No inf'n	2	3			1	3	1			

* Iowa has 11 cities of more than 25,000 inhabitants and 78 with populations from 2,500 to 25,000. Interviews were secured in each of these cities and towns in proportion to population. Interviews were secured with women living in village (under 2,500) and farm homes in each of Iowa's 99 counties, in proportion to village and farm population in each county.

** "L" refers to regular listeners to serials, "NL" to non-serial listeners.

XUM

A-I-R-S-P-R-E-A-D

WCBM

and

BLUE

have Baltimore's Wartime Market in their Grasp!

Wise time buyers choose the station that gets results. WCBM and the BLUE—a perfect combination—really clicks. For economical, concentrated coverage of Baltimore's rich market, WCBM delivers the goods.

WCBM, Baltimore's Blue Network Outlet

John Elmer, *President*
George H. Roeder, *General Manager*

National Representatives
SPOT SALES, INC.
New York—Chicago—San Francisco

Radio As An Implement Of Global Wa

Communications Role Is Vital From Headquarters to Fox-Hole

By LT. COL. C. J. McINTYRE

Headquarters, Army Special Forces, Office of the Chief Signal Officer, U. S. Army Signal Corps

THERE has been consistent progress in the art and science of warfare since, centuries ago, organized armies engaged in battle. Arms and ammunition, supplies, tactics, strategy—every phase of military operations and equipment—have been developed and improved from era to era. Every phase, that is, with one exception—communications.

From a communications standpoint, George Washington, in the Yorktown campaign of the Revolutionary War, was little better off than Alexander the Great more than two thousand years before him. As was the case with the armies of the ancients, the Colonial troops had to rely on shouts, gestures and message bearers for communicating orders and other information along the line. The limits of human sight, hearing and physical endurance were at the same time the limiting factors of military communications.

Telegraph Important

It was not until the American Civil War, less than a century ago, that electricity was employed in military communications. At that time the U. S. Army Signal Corps had its baptism of fire as builders, maintainers and operators of the electric telegraph. From that time on discoveries and inventions in electricity, which perfected the telegraph, produced the telephone and introduced the marvels of the radio, were applied to the needs of warfare. Radio made its military debut only as recently as World War I. The successes it achieved then—and the phenomenal successes it is achieving now—have affected in many ways the strategic and tactical maneuvers of battle.

Radio plays a crucial role in coordinating our operations in this global war at every stage of the way, from the powerful fixed transmitters of the War Department Signal Center in Washington to the man on the front line reporting the effects of artillery fire over his back transported walkie-talkie, and to the bomber winging hundreds of miles beyond the enemy's lines. At every stage of the way, armies of electrons pulsating between cathodes and anodes of evacuated tubes, setting up magnetic fields in coils and electric fields in the dielectric of capacitors, serve to speed messages of vital military importance to the men waiting upon them for the signal to action.

The Army Networks

The focal point for all communications between the War Department and its task forces in all continents is the War Department Signal Center in Washington. By means of numerous radio networks, messages are sent to and received from all major domestic installations of the Army and the headquarters of all overseas commands.

The War Department Signal Center provides for communication by both wire and radio. The radio section is known as Station WAR, although actually it consists of a number of stations operating on different frequencies and directionally beamed to different parts of the world. Among the distinguishing features of the War Department Signal Center is the high degree of flexibility in the interconnection of equipment to different circuits and the extensive use of high-speed automatic transmitting equipment, not only for wire communication but also for radio communication. This makes it possible to carry a greatly increased volume of traffic for a given number of wires or radio channels.

Tactical Radio Nets

If we follow a directionally beamed radio wave from the War Department Signal Center to a particular theater of operations, we would find that the distant station on the main War Department radio net becomes in turn the control station of another net which serves the needs of the commanding general of that theater. Whenever a unit or combat team goes into action, smaller radio networks are set up, linking the radio transmitters and receivers housed within its vehicles, in its aircraft and at its stationary command posts.

The Army uses the term "net" in preference to the broadcasting terminology "network." The radio net for tactical purposes consists of two or more transmitters and receivers. A single net may include sets both on the air and on the ground, both stationary and in motion. Usually each net has a net control station which is in turn a secondary station in a larger net serving the next higher unit of the Army. Tactical radio nets vary greatly in accordance with their purpose.

An interesting feature of a tactical radio net, from the standpoint of the engineer, is that the traffic load actually carried may be quite small compared with its message-carrying capacity. This results from the military consideration that the best operated field radio net is usually the one which is least overheard by the enemy intelligence. The value of a radio set in an area of active operations is measured not by the number or length of the messages sent over it, but rather by the importance of those messages which are sent. A single message—an order from a command post, a report from a forward observer—may often mean the difference between success and failure of a skirmish, a battle or a [illegible] paign. This means that the A[illegible] by comparison with com[illegible] communications networks, ha[illegible] to put an enormous capital [illegible] ment into its communications [illegible] tem. Every communications [illegible] must be duplicated, if possible, [illegible] by wire and by radio, for [illegible] must always be, regardless of p[illegible] sible destruction of equipment [illegible] enemy action, an alternative met[illegible] od of getting the message thro[illegible]

TEAM-WORK enables planes and tanks to keep in touch with headquarters—and with each other. It was not until the Civil War that such an instantaneous method as the telegraph was used to keep troops on the ground in touch with each other.

Mobile Force Communication

The most spectacular use of r[illegible] dio communication in active com[illegible] bat occurs in the Air Forces and i[illegible] the Armored Force. There are qui[illegible] a few similarities, as far as com[illegible] munications are concerned, betwe[illegible] the operation of bombers and figh[illegible] ers in the air and the operation o[illegible] tanks and tank-destroyers on th[illegible] ground. In both cases the vehicle[illegible] have cut loose entirely from wi[illegible] communication and must depend e[illegible] clusively (except for short ran[illegible] visual signals) on their radio set[illegible] In both cases, the noise condition[illegible] are such that members of the same[illegible] crew talk to each other by mean[illegible] of an electrical interphone system[illegible] Every combat tank and airplane[illegible] therefore, is equipped with two o[illegible] more complete communication sets[illegible] in which electronic tubes play an[illegible] important part.

Because of the speed and stress[illegible] at which men must carry on their[illegible] duties in airplanes and tanks, their[illegible] radio equipment must be of such[illegible] a design that it can be worked with[illegible] utmost ease and simplicity. The[illegible] newest tank radio sets are designed[illegible] to eliminate the twisting dials[illegible] Their channels, crystal-controlled,[illegible] are pre-set and are selected by[illegible] simply pushing a button.

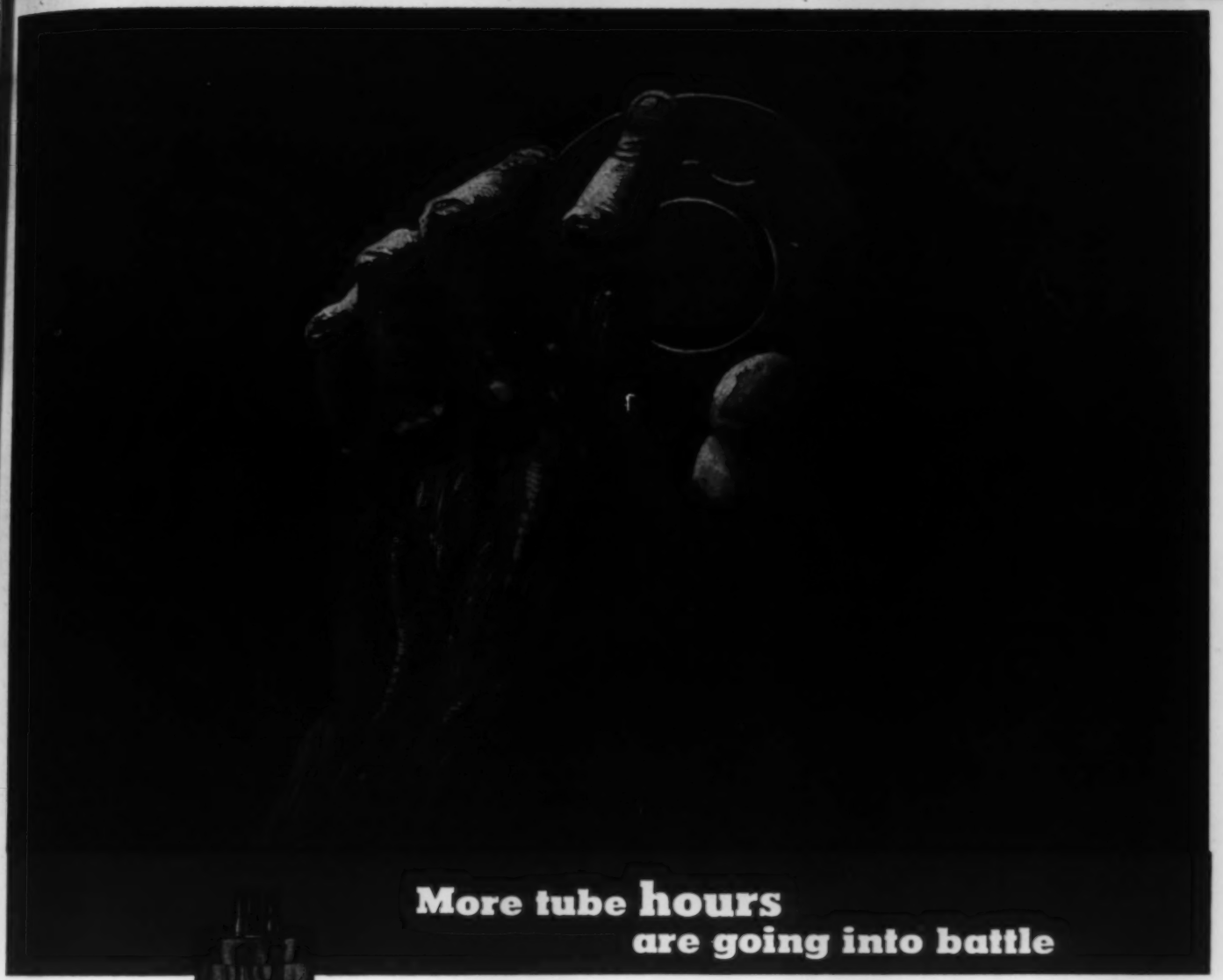
FM Used in Tank Radios

Great pains must be taken in ad[illegible]vance to guard against the effects[illegible] of all types of interference—im[illegible]pairment of reception by atmo[illegible]spheric, by unwanted signals and by[illegible] the effects of electrical apparatus[illegible] or machinery. To take fullest ad[illegible]

(*Continued on page 90*)

FIVE BILLION dollars for Army radio equipment—equal to what the public has invested in radio since its advent in 1920! That is the radio procurement program of the Army thus far in World War II. Directing that gigantic program, together with operating the Army's communications in this Global War is Maj. Gen. Dawson Olmstead, Chief Signal Officer. When the war clouds shifted toward this hemisphere, the Army High Command, on Sept. 1, 1941, selected Gen. Olmstead for the arduous operations and materiel tasks ahead, for radio already was firmly set as a vital implement of modern warfare. A West Pointer and a specialist in communications, Gen. Olmstead has held many important Signal Corps assignments. Now in a foreign war theatre, he was not accessible for an article for this number of BROADCASTING, as originally contemplated.

XUM



More tube hours are going into battle

Through a series of design and construction developments tending to prolong normal operating life, we have increased the length of actual service that is being derived from each AMPEREX tube. Basically, our facilities are of laboratory type. And any measure of our war production, computed solely on the number of tubes manufactured, would not be a true indication of our total effort.

We, at AMPEREX, have kept pace with numerical production increases being registered throughout the nation. But we are infinitely more proud of our attainments in building longer life into our transmitting and rectifying tube designs. Each AMPEREX radio and military electronic tube is bringing extra hours of performance to equipment at the front.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET **BROOKLYN, NEW YORK**

Expansion in 'National,' 'Sectional' Reports Is Announced by C. E. Hooper

AN EXPANSION in its "National" and "Sectional" reports has been announced by C. E. Hooper, with the release of its fall-winter, 1942-43, "Sectional" report. For this report, which is planned for greater visibility and legibility, a total sample base of 1,666,650 homes was used, an all-time high in radio audience measurement history, according to Mr. Hooper.

Among the new features introduced in the report is a separate report on the Mountain area for the first time, a comparison of programs in the Basic Area and the corresponding Pacific Coast time period, a division of ratings for five "sectional" areas side-by-side with "national" averages for the period, and a "sets-in-use" comparison for the five areas and the national broadcasting picture.

The highest national "available audience", of the percentage of total homes "at home and awake" when called by Hooper, was found to be Mondays, 9:30-10 p.m. (EWT), with the figure of 84.4, as shown in the fall-winter, 1942-1943 report. Highest geographical area "available audience" was 87.8 reported for the Mountain area, Wednesdays, 9-9:30 p.m. (EWT), or 7-7:30 p.m. (MWT).

On Tuesdays, 9:30-10 p.m. (EWT), 45.9 of homes called were listening to the radio, C. E. Hooper reports, marking the highest national "sets-in-use" figure in this report. This same period also marked the highest area of "sets-in-use" when 52.3 of homes were listening in the Hooper North Central area. Sponsored network programs broadcast at that time on Tuesdays are *Fibber McGee & Molly* on NBC, and Coca Cola's *Victory Bands* on the BLUE. Bob Hope attained the highest national rating with 34.8, as well as the highest area rating of 41.0 for the North Central area.

NUMBER SEVEN on the service flag of KROW, Oakland, Cal., is 1st Lt. Theodore Binder, 10-year veteran of the station's technical staff, now with the Army Signal Corps. C. E. Downey, KROW chief engineer, wishes him luck in front of the control room equipment that Lt. Binder helped to install.

The Hooper Pacific Program Ratings report has also been expanded to include a rating for each period not occupied by a sponsored network program, permitting subscribers to view "open and available" network periods as based on the four Pacific Hooper checking cities. A new index page has been created for the Pacific reports, showing for the first time "available audience," "sets-in-use," "average rating" and "total sponsored hours reported" by individual months.

Following is a list of the "Top 10" programs from the March 1943, Hooper Pacific Program Ratings report: *Bob Hope, Fibber McGee & Molly, Red Skelton Show, Walter Winchell, Aldrich Family, Charlie McCarthy, Mr. District Attorney, Frank Morgan-Fanny Brice, Abbott & Costello* (substitute, March 18), and *Kay Kyser*.

Ladies' Man

UNEXPECTED honors often come to a roving reporter. Program Director Eddie McKean, KTUL, Tulsa, who handles this job for the Page Evaporated Milk Co. of Coffeyville, Kan., takes listeners to women's club meetings three times weekly. As a result, Mr. McKean's autobiography will include innumerable honorary memberships in sewing and knitting clubs.

Dolan on War Mission

PATRICK DOLAN, advertising and sales promotion manager of Columbia Recording Corp., Bridgeport, is leaving the company this month to report to the Government on a special war assignment, the nature of which is undisclosed. In Mr. Dolan's absence, Alex Steinweiss, CRC art director, will manage the company's advertising and sales promotion department in addition to his present duties, CRC announced last week. A graduate of the Parsons School of Design, Mr. Steinweiss has been with CRC since 1940. He has won awards in several art contests, his work has been on exhibit at various colleges and art galleries, and he is well known as the designer of the covers on Columbia's record albums.

'Eye Witness News'

TRANSCRIBED series of quarter-hour dramatizations of current military events based on exclusive Associated Press reports recently performed an unusual service when Mrs. Jacob H. Burley, Port Huron, Mich., heard a character addressed as "Burley" on one of the platters based on Allied prisoners held in an Italian submarine. Checking proved the officer to be her son. The story told how the "prisoners" brought back the Italians ultimately as their prisoners. Series called "eye witness news" is produced by Frederic W. Ziv, Inc. Ziv gives a gold disc to relatives who identify their men in the series. Sponsorship is now on 137 stations.

FRANK KING

WMBR • JACKSONVILLE

had a problem... "We needed a program idea for a local advertiser with sufficient material to serve six times a week. We auditioned your script, "The Melody Mustangs" and sold it instantly! The program is now in its *seventh* month, six-times weekly, and our client is delighted with the results."

"The Melody Mustangs" is a 15-minute program featuring cowboy music — written by a Westerner. It is furnished free to subscribers with Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.

Bright but cool lights now simplify live-talent programming at G-E Television Station WRGB

Studio lighting bright as daylight . . . and cool

An Example of General Electric's Complete Service to Radio and Television Broadcasters

Once television actors had to work under hot studio lights that brought beads of perspiration through make-up, wilted costumes, caused discomfort, hindered good production.

Today at General Electric's proving-ground Television Station WRGB, Schenectady, made-up faces stay cool, costumes don't wilt. Excessive studio air conditioning is no longer necessary. For the handicap of high heat from studio lights is on its way to being completely licked by G-E developed, mercury-filled capillary lamps. They give illumination of daylight intensity with less than half the heat of the noonday sun. Water-cooled, and three to a unit, they have a light efficiency more than double — and heat output one-tenth — that of incandescent lamps. And one control panel aims a dozen of them, noiselessly, independently, anywhere in the studio.

These lamps that give cool studio lighting are another example of the bold research that will enable G-E electronics engineers to build improved cathode-ray scanning and picture tubes, cameras, transmitters, and other equipment for post-war television.

All this so that television may more quickly find its proper place in the peace-time scheme of things as a vital medium of public entertainment and education. . . . *Electronics Department, General Electric, Schenectady, New York.*

Tune in on Frazier Hunt and the News every Tuesday, Thursday, Saturday evenings over C.B.S. On Sunday night listen to the "Hour of Charm" over N.B.C. See newspapers for time and station.

GENERAL ELECTRIC 160-83-6912

FM RADIO · TELEVISION · AM RADIO

STUDIO EQUIPMENT · TRANSMITTERS · ANTENNAS · ELECTRONIC TUBES · HOME RECEIVERS

WBAL DEDICATES SATURDAY, OCT. 2
TO
"WOMEN AT WAR"
WBAL Dedicates Saturday, December 12th
to the
UNITED STATES ARMY
WBAL Dedicates Saturday, March 13th, to
CIVILIAN DEF
WBAL Dedicates Saturday, January 23rd
to the
AMERICAN RED CROSS
WBAL Dedicates Saturday, November 14th
to the
UNITED STATES NAVY
SPECIAL FEATURES FOR "NAVY SERVICE DAY"
WBAL
WBAL DEDICATES SATURDAY, FEBRUARY
INDUSTRY AT W

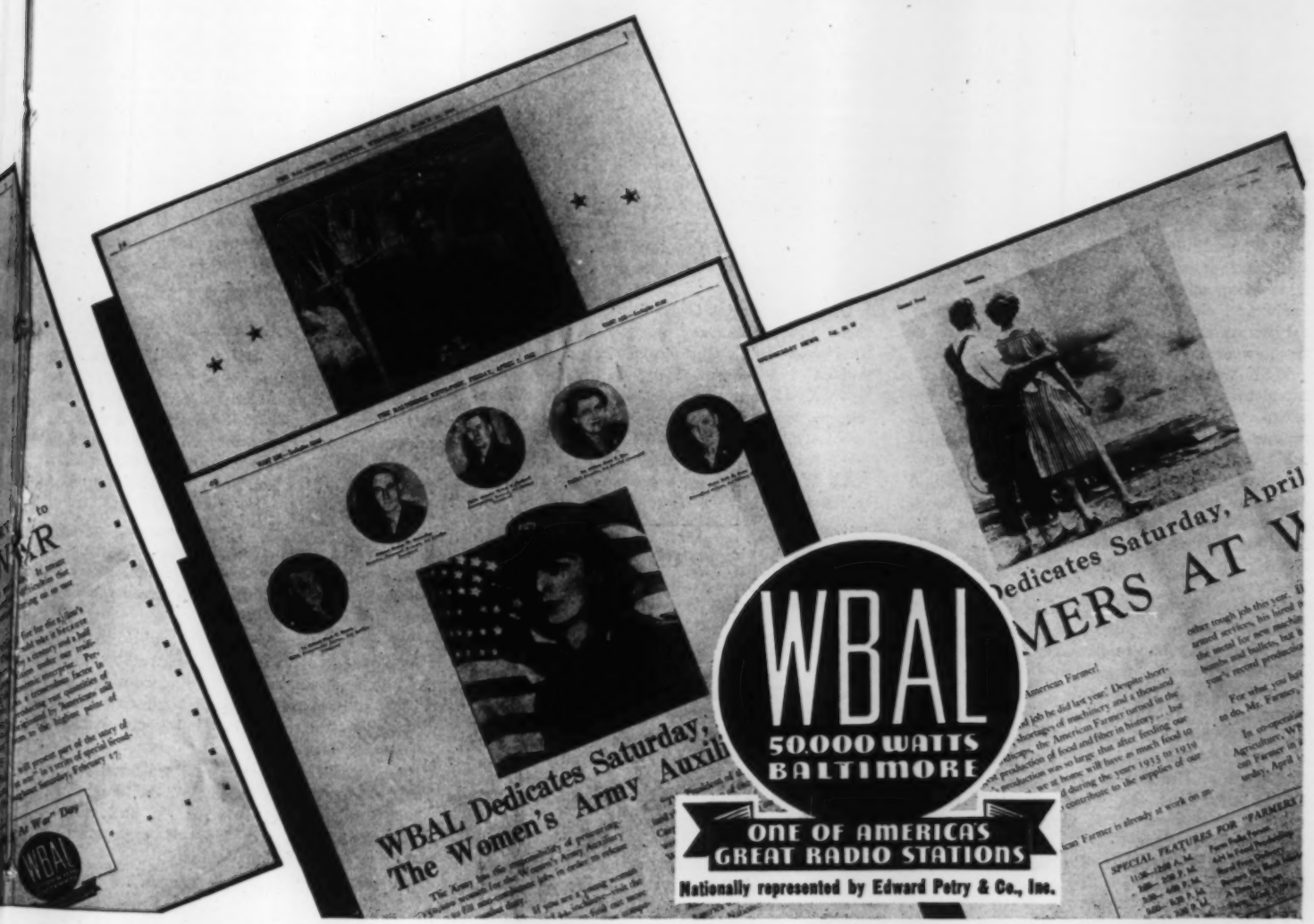
XUM

SPOTLIGHTING *each phase of the* WAR EFFORT

WBAL has set out to give listeners in Baltimore and the Central Atlantic States the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These "days" are publicized in full-page advertisements in the Baltimore NEWS-POST.

We, of WBAL, know that the people in our area want to do everything possible to hasten victory, and we are using our facilities enthusiastically to that end.



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Let's Plan Now

WHITHER RADIO?

That question has confounded broadcasters since Pearl Harbor, and more particularly since inklings of the wonders wrought by radio and its satellite art, electronics, in this global war have made the rounds.

After the war it may well be that the electronics art, offshoot of the radio-developed vacuum tube, supplied the "secret weapon" that brought victory to the United Nations. The story of its versatility, impact and potency must await the war's end.

Radio itself will undergo far-reaching change, but it will be gradual, not overnight. The complexion of that post-war era depends upon the kind of thinking, planning and resourcefulness provided now.

When war struck, FM and television were on the threshhold of full-scale development and public acceptance. Somewhat less active was facsimile—the radio-printing process that lacks television's glamor but has almost fantastic possibilities for the newspaper publishing field. The millions earmarked for this commercial development were translated into the billions being spent for the war machine in the radio and electronics field. That developmental investment will redound to public benefit in the new era.

With what little time out they have had, broadcasters have pondered post-war radio prospects. Will it be FM or television or both in one receiver, along with the conventional AM? Will the standard band go by the boards, or conversely will it even be enlarged? Should engineers be retained to plan for these developments? How about network television, FM, facsimile? All these, apart from the regulatory aspects or the economic philosophy that may then prevail.

Clear thinking and guidance was needed. To supply as much authentic data as possible, and within wartime restrictions, BROADCASTING invited a group of outstanding figures in radio, acquainted with the technical and regulatory aspects, to give their views. In addition, it asked the radio branches of the military establishment to cover, again within war limitations, the scope and extent of war-time communications operations, to give the industry a clearer picture of what transpires in these epoch-making days.

These articles appear in this issue. They constitute essential reading for every man in radio. The writers covering the post-war outlook are of one mind—begin planning now.

Says Commissioner Craven: "The fact stands out that today's problems in radio will be obsolete and forgotten . . . Let us resolve now to coordinate our planning before embarking on a wild scramble of equipment manufacture for the use of new radio channels."

And Maj. Armstrong, inventor of FM: "The conclusion is . . . inescapable that within five post-war years the existing broadcast system will be largely superseded" (by FM).

FCC Chief Engineer Jett advises: "It is . . . important that we take full advantage of the opportunities that lie ahead by planning for the orderly development of engineering standards which will form the basis of all post-war operations in the various fields of communications."

Every comment bristles with confidence. Ample skilled manpower will be available by virtue of military training in these new arts. Factories will be prepared for the conversion process. The trend will be to the micro-waves, those ultra-high frequencies which are destined to eliminate the land-line for network transmission and carry practically all of these new services.

Of course the job is to win the war first. But these new fields may open even *before* the final peace-table conference. Plans should be laid out beforehand. The broadcasting industry, which has the greatest stake and the heaviest responsibility, should start its planning now. A planning board, with competent paid technical help, should be created before the NAB War Conference session ends in Chicago this week.

Manpower Freeze

EVERY employer will want to cooperate in the fight to break manpower bottlenecks, started last week when Paul V. McNutt, chairman of the War Manpower Commission, announced the carefully planned WMC hiring controls. At the same time, employes will realize that Mr. McNutt's program is neither arbitrary nor discriminatory. Its only brake on traditional freedoms of the American wage earner is a provision necessarily limiting his exploitation of windfall job opportunities which exist only because of the war.

Some will question the propriety of enforcing this sweeping order without the sanction of a National Service Act, but that sort of thing should be left to the lawyers and legalists to argue. The patriotic employer and worker, aware of the immediate situation WMC is trying to alleviate, will do everything possible to support Mr. McNutt's effort. Critical situations necessarily entail stringent measures.

The present regulations, outlawing pirating of employees, should make life easier for every business, particularly essential industries like broadcasting. Every employer knows that pirating in itself is a self-defeating process, for in luring a man from another job, he has merely encouraged other employers to raid his staff.

The WMC is attempting to stop wage inflation by lessening competition among employers for a limited labor supply. Its regulations do two things toward this: they kill the incentive for men now in essential industries to take new jobs, and at the same time they leave essential employers free to attract manpower now engaged in unclassified and non-essential industries.

As members of an essential industry, with equal rights along with all other essential industries, broadcasters can still exchange employes so long as they remain in their own pay brackets; it can attract without restraint manpower now employed in unclassified and non-essential industries; it can grant merit promotions to individuals who remain on its staffs.

The "freeze" order is not the panacea for all of radio's manpower ills—far from it. Despite radio's essential industry status, men still will be lost to the military or even to other essential war assignments. But it does mean that pirating is outlawed, subject to fines and other penalties. And it does mean that the draft-exempt are secure in their present jobs.

This is no social reform by administrative edict of the character broadcasters have encountered all too often. It is a battle order on the home front as important as any campaign on the war fronts. Success in Global War depends on beating the manpower problem and in stopping the inflation spiral.

Amen

A SCRIPPS-HOWARD editorial in last Tuesday's *Washington Daily News* discourses on the proposed Bankhead Bill to have the Treasury spend 25 to 30 million dollars a year for advertising war bonds, with not less than half the money in weekly papers. It calls such a subsidy plan "the road to a controlled press, a political press, a kept press". Then:

"Radio and other advertising media have been loyally supporting the war effort, just as the newspapers have. Those fields, too, have members who need help. Many small radio stations are losing money.

"If the Government is to subsidize losing newspapers, then why not losing radio stations? And losing magazines and billboard companies? Thirty million dollars won't begin to cover the bill if Uncle Sam begins doling out money to all these media.

"Get this thing going and we have started on the way that leads to political domination of the agencies of information and opinion. The damage of freedom of expression in America will be incalculable."

To which we add simply "Amen".

We Pay Our Respects To —

DONALD DeREAD STAUFFER

IT TOOK several days of running discussion back in 1931 for Arthur Pryor, now BBDO vice-president in charge of radio, to persuade Donald Stauffer to consider a radio post with Roy Durstine. When Stauffer insisted "I don't want to go into radio," Roy Durstine decided he should—and Don has been in radio ever since.

Recently, at 42, he succeeded Bill Lewis as chief of the OWI Domestic Radio Bureau, taking leave from his job with Rauthrauff & Ryan, where he is vice-president in charge of radio. He was literally drafted into OWI—not that he wasn't anxious to serve the government, but R&R, like many other agencies, has seen so many of its key men whisked away by the long arm of the government that it was understandably disturbed.

Don Stauffer, aside from being one of radio's best known and liked executives, is known as one of the ablest editors in the business. This is due in part to his writing experience which began when he was at Princeton with the Class of '24, and has subsequently included publication of a novel and production of a play.

He's a first class tennis player, and takes an active interest in sports, the record shows, although he protests that he "gave all that up when he went into radio." A few months ago, however, he made a creditable showing in a foursome at golf against tournament players, including Bing and Bob Crosby. He still gets in plenty of tennis, some of it against his brother R&R executive, Heagen Bayles, whom he insists he beats regularly.

Don went into radio with BBDO, where he worked on the original *March of Time*, and produced for Socony, DuPont, Ethyl and Armstrong. Two years later he went over to Young & Rubicam, as joint head of the Radio Dept., with Bill Stuhler. Stuhler moved to A. & S. Lyons, and Stauffer was made vice president in charge of radio for Young & Rubicam.

While there, he developed and produced a conglomoration of shows whose Crossley's added to a figuring rivaling the Treasury War Bond goal. The Crossley hiker-uppers included Jack Benny, Fred Allen, Kate Smith, Burns & Allen, Al Pearce, Phil Baker and *We The People*.

After about five years with Young & Rubicam, Stauffer became associated with A. & S. Lyons for a brief period and from there went to Ruthrauff & Ryan, where he was made vice-president in charge of radio. It was here that he started *Mayor of the Town* on the air, as well as *Lights Out* and the *Bob Burns* and *Gracie Fields* shows. In addition he was responsible for their successful spot campaigns, including the famous Pall Mall spots, and many others.

Here's the way Don Stauffer has expressed his philosophy of the OWI radio operation:

"As I see it our job is this:

"First, to supply the American people with the facts about the war—and I mean facts without 'sugar-coating' or 'bally-hoo.' This was the policy of the Radio Bureau under Bill Lewis and it will certainly be mine.

"Second, to give these facts to the largest possible number of people by means of the established radio structure in such a way as to preserve the enormous listening audience which makes American radio so valuable a channel of war information. We believe that emphasis should be on quality and accuracy of information, not on quantity, and we believe it is our job to see that vital war information reaches all kinds of radio listeners by all the successful radio methods in existence.

"Third, in getting over these facts about the war to the American people to use everywhere possible the radio industry itself. That means that the government states the war needs and problems, and the brains of the industry, which includes networks, local stations, advertisers and advertising agencies, translate those needs and problems into action."

Personal NOTES

MARK WOODS, president of the BLUE, has been named chairman of the professional group of the Manhattan Committee for the Greater New York Fund. Among those serving on the committee to raise funds for New York charities are: A. D. Chiquoine Jr., vice-president, BBDO, New York, and Emerson Foote, president, Foote, Cone & Belding, New York. They are co-chairman of the division seeking contributions from the advertising field.

ELDRIGE PETERSON and Frank Laclave of the editorial staff of *Printer's Ink* have been promoted to managing editor and associate editor, respectively. New member of the editorial staff is Donald F. Briody, former associate editor of *Tune-In*, radio publication.

HARRY O. KING, director of the copper division of the WPB, has been appointed president of the American Arbitration Assn. by the AAA executive committee, to succeed Cornelius Vanderbilt Whitney, now in the Army Air Forces.

GORDON F. HAYES, advertising manager of the *Washington Daily News* for the last six years, has been appointed salesman for WTOP, Washington, effective April 26.

DON SEARLE, co-owner of KANS, Wichita, Kan. and KMMJ, Grand Island, Neb., arrived in San Francisco April 19 to assume his new duties as general manager of KGO, BLUE outlet. Mr. Searle was appointed to the KGO post to succeed William B. Ryan, now general manager of KFI-KECA, Los Angeles.

BEN H. SMITH, former executive vice-president of Critchfield & Co., Chicago, has joined KQW, San Francisco, as account executive.

RUPERT HUGHES, biographer of George Washington, and author of numerous books, plays, films and songs, joined NBC as a commentator April 25, and will be heard on Sundays at 1 p.m., speaking from Hollywood.

RALPH EHRESMAN, former salesman of WMBD, Peoria, Ill., has joined the Chicago sales staff of the Katz Agency, station representatives.

HOWDEE MEYERS, radio director of the Chicago Office of Civilian Defense, has been inducted into the Army and is stationed at Fort Sheridan, Ill.

JOSEPH J. ALVIN has peen promoted to assistant manager of the NBC Western Division press relations department, Hollywood. He will act as aide to Harold J. Bock, who has been manager of that department for six years.

NATHANIEL HOLMES, formerly of CJRC, Winnipeg, has been appointed manager of CFOS, Owen Sound, Ont., succeeding Fred Radcliffe, who has joined a concert orchestra as violinist and music arranger.

PERCE GAYNER, manager of All-Canada Radio Facilities, Winnipeg, broke his ankle while on a visit to CJVI, Victoria, B. C.

ARTHUR J. KEMP, sales manager of Pacific Coast, CBS, San Francisco, is in New York for three weeks.

FRANK REED has left the sales department of WIND, Chicago-Gary, to join the Chicago sales staff of William G. Rambeau Co., station representatives.

PILOT OFFICER W. H. STOVIN, formerly of CKSO, Sudbury, Ont., and son of H. N. Stovin of Stovin & Wright, Toronto, station representative, has arrived safely in Great Britain with Royal Canadian Air Force reinforcements.

J. R. PEARCEY, Toronto, has been appointed Montreal manager for Stovin & Wright, station representative, succeeding Lovell Mickles Jr.

GEORGE BURNS, former manager of KFXM, San Bernardino, has been commissioned a second lieutenant in the cavalry. He enlisted last July.

SHERMAN D. GREGORY, manager of WEAF, New York, on April 17 married Isobel Soden-Irwin, of New York.

ROGER K. HUSTON, Los Angeles manager of CBS Radio Sales division, has been transferred to Chicago headquarters in a similar capacity. Meredith R. Pratt, sales service manager of KNX, Hollywood, takes his place.

JIM S. TYLER, assistant director of advertising-promotion of Mutual is father of a baby girl.

CLIFFORD J. RIAN, for six years an account executive with McCord Co., Minneapolis advertising agency, has joined WTCN, Minneapolis-St. Paul. He will handle sales promotion and publicity and do an early morning newscast. He is a member of the Minneapolis City Planning Commission.

B. M. GROTKOP, commercial manager of KOME, Tulsa, has resigned to go into the photograph business at Braggs, Oklahoma, adjoining Camp Gruber. Lee Abbott, on the sales staff of KOME for the last eighteen months, has been named commercial manager.

KWKH-KTBS Sets Up Sales - Publicity Dept.

NEW DEPARTMENT has been created at KWKH and KTBS, Shreveport, La., to handle sales promotion, publicity and merchandising for both stations. C. W. Doebler, who comes to radio with more than 14 years of experience in advertising, is in charge. He will direct preparation of publicity in newspapers and trade magazines, supervise all station promotion and commercial continuity, and edit the stations' house organ, *On the Level*.

B. G. Robertson, who has supervised promotion in addition to his job as program director of KTBS and special events director of both stations, gives up the promotional work to take on duties associated with the war effort at KWKH-KTBS.

Olive Evans to BBC

OLIVE SHARMAN EVANS, script writer and broadcaster, has joined the British Broadcasting Corp., as assistant in the traffic department, working under the direction of Stephen Fry, New York traffic manager. In 1925, Mrs. Evans was associated with WCX, Detroit, where she originated *Mrs. Page's Household Economics*, a program still heard on WJR. While with N. W. Ayer & Son, Detroit, from 1937 to 1940, Mrs. Evans wrote the continuity and program notes for the *Ford Sunday Evening Hour* on CBS.

BEHIND the MIKE

RALPH BORELLI, announcer of WPEN, Philadelphia, and director of the Italian programs carried by the station, has resigned.

EVALYN SMYLIE, assistant head of script department, KNX, Hollywood, and Peggy Stwalley, also of that department, have resigned to join the WAVES. They report to Hunter College, New York, for training in early May.

MAROLD ROSS, former announcer of Louisville and Indianapolis stations, has joined KHJ, Hollywood.

LEO (Ukie) SHERIN, Hollywood freelance gag writer, has been signed to a seven-year contract by J. Walter Thompson Co., that city. In addition he has been playing bit parts on the NBC *Kraft Music Hall* and NBC *Chase & Sanborn Show*.

WALTER GORMAN, Hollywood producer of Young & Rubicam, has been assigned to the CBS *Kate Smith Hour*, sponsored by General Foods Corp. (Jell-O). He replaced Francis Van Hartesveldt.

WOODROW HATTIC, public relations and war activities director of KMPC, Beverly Hills, Cal., in addition has been placed in charge of station publicity.

ELIZABETH BEMIS, Hollywood news commentator of CBS, will be transferred to the network's New York headquarters May 2.

SEYMOUR KORMAN, *Chicago Tribune* correspondent, has succeeded Arthur Mann, as Mutual correspondent on the North African front. Mr. Korman alternates with John Thompson, also of the *Tribune*. Mr. Mann has returned to his London post for Mutual.

DOUG MELGES, announcer, has joined KSTP, Minneapolis-St. Paul; Blanche Bordeaux, from Chicago, has joined the newsroom.

HUGH GUIDI, chief announcer of WINX, Washington, and Bob Callahan, musical director, are now members of the armed forces. Marion Wise, secretary to Sam Lawder, program director, takes over Mr. Callahan's work temporarily.

SAM LAWDER, WINX, Washington, program director, is the father of a nine-pound girl. Gag announcement on a newscast from the station inviting listeners to phone for a free cigar, cost Lawder 148 smokes.

DAVID FREDERICK TITUS, former producer of Don Lee Broadcasting System, Hollywood, has joined KNX, that city. He replaces Cliff Howell, who has reported to Ft. Douglas, Utah, for Army service.

JERRY McGUIRE, announcer, formerly of Honolulu, is now with KGO, San Francisco.

ART PRIMM, former news editor of KMO and KVI, Tacoma, Wash., and northwestern correspondent for United Press, has joined the news bureau of KQW-KJBS, San Francisco, as editor and newscaster. He succeeds Philip Stearns, recently inducted into the Army.

JIMMY ALLEN, and Cliff Johnson, announcers, formerly with various network stations, have joined KLX, Oakland, Cal.

EDWARD M. BRAINARD, formerly of WTHT, Hartford, has joined the continuity department of WOR, New York, replacing Stella Roth.

AL ROSS, has resigned as commercial program director of WOR, New York. No replacement has been named.

WILLIAM HARDING, former production manager of WINS, New York, and previously of WSYR, Syracuse, has joined the CBS network operations department as assistant director. Henry Blanchard, who joined the department early this year as an assistant director apprentice, has been promoted to assistant director. William Anderson resigns as an assistant director to join the Army April 24.

WILLIAM COSTELLO has taken over the CBS Sunday afternoon show on WTOP, Washington, *World News Today*, for Leigh White, who is on leave of absence. Mr. Costello has had varied experience in radio and newspaper work in this country and the Far East.

HAL LAWRENCE, announcer of CKLW, Windsor ,Ont. left last week to join the RCAF.

FRED KILIAN former program director at WIZE Springfield, O., and other stations and assistant director of Republic Pictures Corp., New York, has joined WBBM, Chicago, as producer. Robert White, WBBM continuity writer, has joined the copy staff of J. Walter Thompson Co., Chicago. Chuck Logan, head of the special events department, has been elected secretary-treasurer of the Headline Club, Chicago. Wayne Nelson, former announcer of KMOX, St. Louis, has joined WBBM.

MAX BROWN, announcer from KHAS, Hastings, Neb., has joined KMYR, Denver.

RAY HUNT, announcer of WBT, Charlotte, N. C., has resigned and is leaving radio to enter the railroad industry on the West Coast.

PFC. R. N. DRUXMAN, former program director and commercial manager of KINY, Juneau, Alaska, and before that associated with KHQ-KGA, Spokane, KPQ, Wenatchee and other Washington state stations, is with the Army Air Forces in Alaska doing Special Service work.

CHECKING UP on the CBS Roll of Honor, which holds some 600 names of ex-CBS employees now in the armed forces are (l to r): Marine Sgt. John Hurley, formerly of the CBS press information department, Pvt. Walter Murphy, former publicity director of WEEI, CBS outlet in Boston, and Jack Hoins of the CBS press information department. Hoins is editor of the CBS Mail Bag, which goes to CBS men in the service and their families, and the Radio Roll Call, mailed weekly to servicemens' newspapers in 212 camps.

TOM BAXTER, formerly of KPPC, Pasadena, Cal., has joined KFAC, Los Angeles, as announcer. He replaces Fred Briggs, resigned.

DON GILLETTE, formerly of the building operations department of CBS, where he has been heard on several Norman Corwin productions, replaces Albert Morgan on the announcing staff of W75NY, Metropolitan Television Inc. FM station in New York.

HOW TO STAGE AN 'E' AWARD

War Dept. Issues Check List of "Do's and Don'ts" To Help Firms Broadcasting Ceremonies

AVOID ballyhoo and keep announcers and technicians off the platform, the War Dept. Publications Section advises firms staging broadcasts of Army-Navy Production Award ceremonies. These are among the suggested "do's and don'ts" based on accepted policy, which the Army is distributing to guide those responsible for arranging such broadcasts.

A Production Award ceremony is primarily a military event, the War Dept. warns, and should be dignified and simple. Likewise there should be no effort to play up the event's advertising value or appeal to the general listening public.

Clearance of national broadcasts must be arranged through the Radio Branch of the War Dept. Bureau of Public Relations News Bureau, the Army says, but local programs may be approved by the public relations officer assigned to supervise the ceremony. Firms are urged to consult the officer actively supervising the program. The War Dept. says "they will find him well qualified and anxious to help in every possible way."

Here are some of the Army's recommendations:

1. DO limit ceremonies to 30 minutes, keep them dignified and inexpensive.

2. DO emphasize that the award was won by men and women of the plant, not just management and the company.

3. DO limit speeches to a representative of the Army a representative of the Navy, and one representative each for management and employes. A professional radio announcer may be used as m.c.

4. DO use military bands if you like. They are available whether or not the event is sponsored.

5. DON'T follow the ceremony with a social or entertainment function.

6. DON'T have announcers and technicians where they will distract attention. Have them work from the wings and sides.

The Army also suggested recording the broadcast for playback to workers unable to attend or for rebroadcast to the public.

In promoting the broadcast, the Army says that the event may be publicized on regular programs sponsored by the firm providing such publicity is in keeping with the usual War Dept. security and other policies and does not contravene the spirit and dignity of the award.

DOROTHY FEY, formerly of the publicity department of Atlantic Coast Network, has resigned to join the publicity division of Bundles for America.

WES COX, producer of CKOC, Hamilton, Ont., has joined the Royal Canadian Air Force.

KAY MacINTOSH, new to radio, has joined the Canadian Broadcasting Corp. studios at Halifax as an announcer.

GEORGE CORY, with Wyoming and Colorado stations for the last several years, has joined the staff of KIUP, Durango, Col., as salesman-announcer.

ED STANTON and Earl Russell have joined KFBK, Sacramento.

JERRY SAXON, for two years program director of WEDC, Chicago, has left to join the announcing staff of WHFC, Cicero, Ill.

PHILIP STEARNS, newscaster of KQW, San Francisco, recently was inducted into the Army.

CLAYTON C. MAMPA and Lyle C. Timms recently joined the sound effects department of NBC Chicago.

MARTHA BAIRD, continuity writer of WSUI, U. of Iowa station, Iowa City, has joined WGN, Chicago.

LT. (j.g.) FRED WOOD, former announcer of WJNO, West Palm Beach and m.c. of *Dawn Patrol* at WIP, Philadelphia, has received his Navy wings at Corpus Christi, Texas, and is now instructing aviation cadets at the Naval Air Station, Hutchinson, Kan.

CLIFFORD ROBERTS, announcer on WTMJ and W55M, Milwaukee, was inducted into the Army recently, and Douglas Pledger of WSAU, Wausau, Wis., has joined the staff. Also from WSAU comes Beatrice-Ann Gehrung, who joined WTMJ recently as news writer.

OWEN McFARLAND, formerly with WCBM, Baltimore and NBC in New York, recently joined WAAT, Newark, as announcer.

CHUCK MILLER, production manager of WING, Dayton, is father of a baby boy.

LLOYD BECKWORTH has joined KINY, Juneau, Alaska, as announcer, coming from KVOL, Lafayette, La.

FRED DODGE, announcer of WKRC, Cincinnati, was to report last week to the Army in Louisville to enter OCS.

LARRY McCANCE, producer of CJOR, Vancouver, has joined the Royal Canadian Air Force.

MRS. GLORIA GARDNER HILL, secretary to Jack Radford, station relations chief of Canadian Broadcasting Corp., Toronto, has been appointed CBC station relations supervisor of food and drug accounts clearances for the Dept. of Pensions & National Health, Ottawa, succeeding Jack Dunlop, recently appointed CBC commercial representative at Toronto.

JIM ALLARD, continuity and news editor of CJCA, Edmonton, has been appointed merchandising director, succeeding Al MacKenzie, who has moved to CFAC, Calgary, Alta.

RAY GREEN, general manager of Kermit Raymond Radio Productions, is the father of a baby girl.

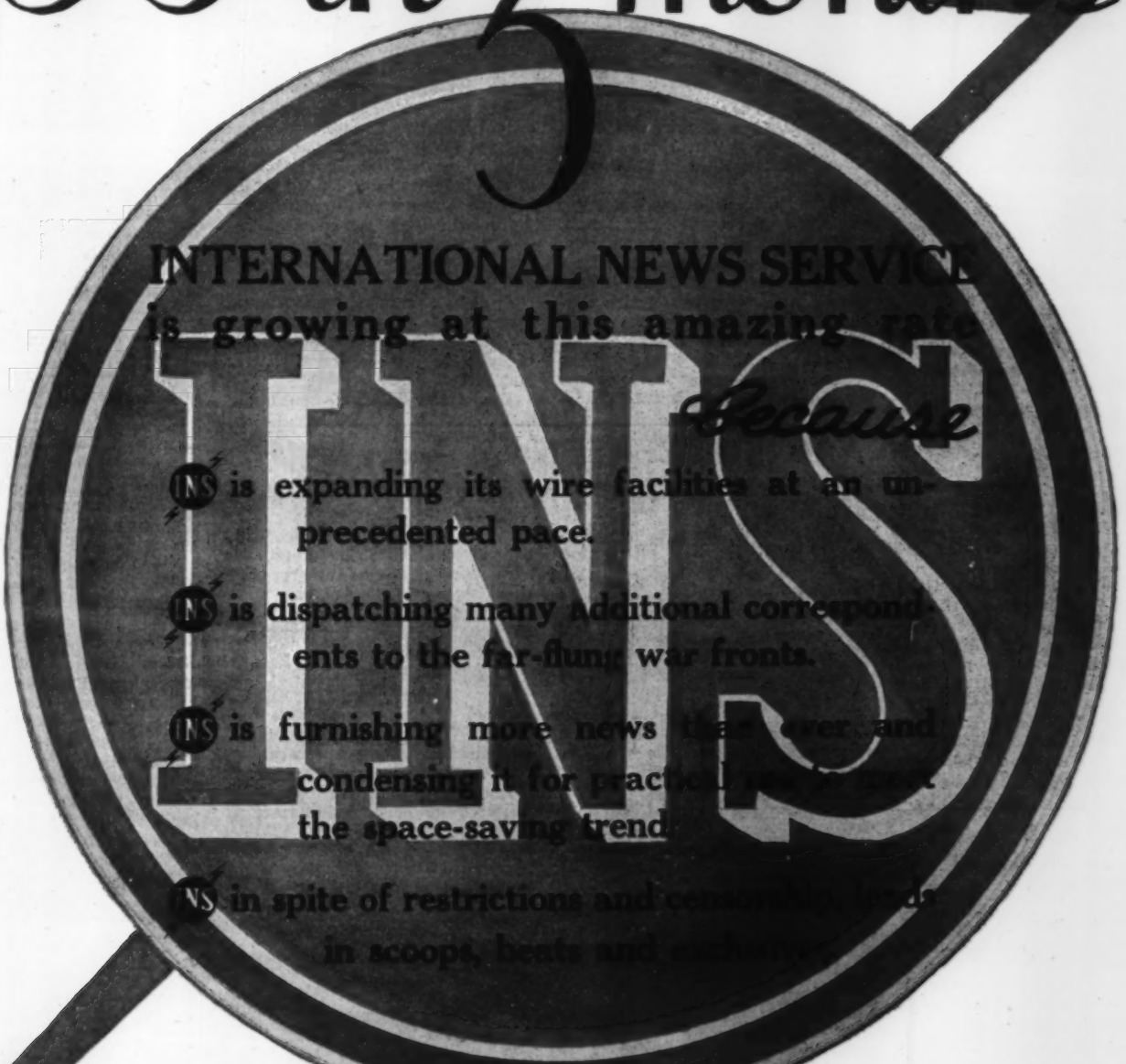
PAUL MORETTI, assistant "pilot" of the all-night *Dawn Patrol* program of WIP, Philadelphia, left last week to join the Army.

JERRY ORNSTEEN, former chief announcer of W73PH, WPEN's FM adjunct in Philadelphia, and Miriam Lampl, are to be married May 9.

BOB KNOX, formerly of WGAN, Portland, Me., has joined the announcing staff of WIBG, Philadelphia.

XUM

33 Contracts in 7 months


INTERNATIONAL NEWS SERVICE
is growing at this amazing rate
INS
because
INS is expanding its wire facilities at an unprecedented pace.
INS is dispatching many additional correspondents to the far-flung war fronts.
INS is furnishing more news than ever, and
condensing it for practical
the space-saving trend
INS in spite of restrictions and
in scoops, beats and

Word for Word, I.N.S. Excels in Compactness, Vividness and Accuracy

INTERNATIONAL NEWS SERVICE

REVIEW OF 1942-43 ACTIVITIES OF THE NAB

SECRETARY-TREASURER'S OFFICE

C. E. Arney Jr.

In common with the radio industry which it serves NAB has dedicated itself to an all-out war effort. The Government agencies charged primarily with the many activities incident to wartime operation and civilian morale have leaned heavily upon us for consultation and advice.

The managements of radio stations likewise turn to us for assistance in many of their problems. The NAB staff has kept abreast of these ever-growing demands. In the reports of the several departments will be found information as to the detail of this work.

We feel that we can say with becoming modesty that the NAB staff has established and is maintaining with all of the essential war agencies contacts based upon respect and confidence. We are prepared to serve the membership in the effective discharge of their wartime responsibilities and in meeting the many operating problems which beset them.

To more effectively care for the interests of the industry in meeting the challenge presented by the AFM recording ban NAB established a branch office at 535 5th Avenue, New York. Serving primarily as headquarters for our Legal and Public Relations Counsel in the Petrillo matter. It is also used as headquarters for the Retail Promotion Committee and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Other members of the staff are Carl Haverlin, supervisor (also BMI vice-president in charge of station relations); Constance Mendel and Marjorie Kryske, stenographer.

ASSISTANT TO THE PRESIDENT

The office of Assistant to the President of NAB has been given a new definition. Government contacts and general administrative duties have been added to the primary responsibility of public relations. The new post was filled on March 1, 1943, by Willard D. Egolf, pursuant to the preparation of a Public Relations Plan by a special committee and its adoption by the Board.

In accordance with a resolution adopted at the July meeting of the Board, President Miller appointed a Committee consisting of himself as Chairman; Walter J. Brown, WSPA-WORD, Spartanburg, S. C.; Frank King, WMBR, Jacksonville, Fla.; Leslie W. Joy, KYW, Philadelphia; Gilmore Nunn, WLAP, Lexington, Ky.; Richard H. Mason, WTPF, Raleigh, N. C.; Edgar H. Twamley, WBEN, Buffalo.

The Committee met at NAB Headquarters Sept. 11, 1942, with the following present: Neville Miller, Frank King, Gilmore Nunn, Richard H. Mason and Edgar H. Twamley, with C. E. Arney Jr. acting as secretary.

The public relations activities of NAB were reviewed and discussed and the objects and purposes were outlined.

Detailed recommendations covering the establishment of more intimate relations with various trade groups, such as ANA, AAAA, RMA, AFA, NRDGA, ANPA, the Better Business Bureau and other organizations having many interests similar to those of NAB were suggested.

In the field of women's groups, the work of Mrs. Dorothy Lewis, Coordinator of Listener Activity, was considered, and the Committee felt that this work should be continued and expanded. Active contacts should be established through Mrs. Lewis with the heads of all national women's organizations. Volunteer workers in various areas should be enlisted to assist in organizing councils and listener groups.

Selected broadcasters capable of interpreting radio's story and problems should be encouraged to appear before groups of various kinds at conventions and other meetings. Basic data should be furnished by NAB. This cooperation should extend to local broadcasters appearing before Rotary and civic clubs.

The value of contacts with educational and religious groups was emphasized as highly important and worth steady development.

Labor problems should remain under the exclusive province of the Director of Labor Relations, consistent with NAB public relations policies. Preparation of material on political and legislative problems of the industry was defined as an important service to broadcasters.

Adroit use of radio's facilities in telling its own story was recommended with both network shows and local programs, including transcriptions. Other media were given equal importance, including speeches, printed material and articles in both trade and consumer magazines.

Under this heading, continuing effort was requested in compiling a statistical record of radio's service in the war and publicizing this record most effectively. This should be paralleled by a study of regular public service features such as agricultural, religious, educational and cultural.

General vigilance was urged on behalf of radio as an instrument of public service without equal in America, frequently misunderstood, sometimes maligned and seldom given full credit for its contribution to the cause of a free people.

The Committee concluded by recommending that someone should be engaged to handle these activities and work begun at the earliest possible date.

Mr. Egolf immediately organized the NAB News Bureau, placing at its head Walt Dennis, magazine writer and newspaper man of ten years' experience, with 2½ years' radio background as promotion manager at KVOO.

DEPARTMENT OF BROADCAST ADVERTISING

Lewis H. Avery, Director

A review of the activities of the Department of Broadcast Advertising during the past year begins properly with a deserved tribute to Frank E. Pellegrin who, prior to his appointment as a Captain in the U. S. Army, served as Director from April 1, 1941, to July 3, 1942.

From July 3 to Oct. 1, 1942, the Department was without a fulltime director. Its activities at that time were planned and supervised by S. E. Avery Jr., Secretary-Treasurer, while Miss Geraldine Finnegan, who had served as Secretary for Captain Pellegrin, maintained the routine correspondence with radio stations, advertisers and advertising agencies.

At the NAB Annual Convention in Cleveland, two resolutions were passed unanimously: one condemned the efforts of some organizations and movements outside the government to obtain the free use of broadcasting facilities; the other urged member stations to deny the use of their facilities to advertisers and advertising agencies seeking to place business on a contingent, guaranteed or per-inquiry basis. Copies of these resolutions have been mailed to all who attempted to infringe the standards of good business practice the industry thus sought to establish.

STANDARD CONTRACT FORMS: During the year an ever-increasing number of radio stations adopted the standard contract form to the benefit of advertisers, advertising agencies and stations.

WHAT RADIO BUYERS WANT TO KNOW: Through the generosity of Dr. Herman S. Het-

(Continued on page 84)

NAB Membership Holds Level in 1942; Year's Receipts Amount to $315,628

NAB's membership remained practically static last year, with a total of 524 on April 15 as against 525 on May 1, 1942.

While there were some shifts, new members practically offset those who dropped out. In May, 1941, the membership totalled 547 with a number of the resignations occasioned by the walk-out of MBS as a network and the loss of a number of MBS stations who have not returned to the fold.

NBC and CBS are network members. MBS has not yet rejoined although there have been indications that it proposed to do so. BLUE, separated from NBC more than a year ago, has not made known its plans.

Network Stations

The breakdown discloses that 54.7% of network affiliates are members of NAB, representing a total of 370 of the 560 network stations. Of these, however, 19 were duplicates, being on more than one network. There are 129 independent stations holding association membership.

NAB receipts for the period April 1, 1942, to March 31, 1943, aggregated $315,628.55, including approximately $60,000 cash on hand at the beginning of the fiscal year. This compared to total receipts of $377,619 for the period April 1, 1941, to March 31, 1942, including $27,500 of cash on hand.

Aggregate expenses for the fiscal year ended March 31 were $343,075, as against $322,808 for the corresponding period the preceding fiscal year. Cash on hand as of March 31 totalled approximately $37,000 as against approximately $60,000 the preceding year.

The largest single item in the expense category was $122,548 for salaries. For the "musicians controversy", an aggregate of $54,224 was disbursed. Forced to vacate its headquarters in the Normandy Building late last year the NAB acquired its new headquarters at 1760 N St., N. W. for $33,554, which was covered in the expense compilation for the year. The breakdown of expenses follows:

Expenses

Advertising Council	2,500.00
Annual Convention	4,014.76
Board of Directors Meetings	11,542.91
Building Expense	1,041.91
Committee Expenses	20,691.74
Dues and Publications	1,462.05
Furniture and Fixtures	1,974.71
Legal and Accounting Fees	6,225.00
Land and Building	33,554.14
Listener Activities	6,037.43
Miscellaneous	16,121.89
Musicians Controversy	54,224.01
NAB Reports	12,300.92
Office Supplies	2,595.92
Postage	3,231.73
President's Expenses	1,763.36
Printing	9,168.23
Rent	6,846.66
Salaries	122,548.84
Taxes	3,432.50
Tax Fees	7,221.33
Telephone and Telegraph	3,629.93
Travel	10,946.36
	343,075.72
Add: Accounts Payable, March 31, 1943	27,363.80
	9,634.69
Cash on Hand, March 31, 1943	$36,998.49

Sell the South's Biggest Market

THROUGH

W.R.E.C.

Memphis

★ **First in coverage of the South's biggest and best trade area—first in listener acceptance—first in sales results**

MEMPHIS MARKET HAS SOUTH'S BIGGEST INCOME!

Total Buying income for the 12 months ending Oct. 1, 1942 for Southern Market Areas, shown by *Sales Management's* "Analysis 1942 Income," shows—

1.	MEMPHIS	$963,116,000
2.	Houston	843,108,000
3.	Dallas	841,243,000
4.	New Orleans	821,235,000
5.	Fort Worth	820,921,000
6.	Atlanta	739,877,000
7.	Louisville	729,131,000
8.	Oklahoma City	680,504,000
9.	Birmingham	679,614,000
10.	Richmond	493,629,000

The Memphis market has the biggest population, the biggest area, and the biggest retail sales volume of any Southern Market Area.

—AND YOU CAN COVER THIS GREAT TRADE AREA AT ONE LOW COST THROUGH

BROADCASTING STATION **WREC**

CBS—600 KILOCYCLES—500 WATTS—CBS

Remember—It's the Low Frequencies That Cover

WPIT
KDKA
WCAO
WCAO
WNBF
WNBF
WBAL
Blueprint
WESTINGHOUSE

for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an envi ble reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advanta s that are particularly valuable at this time.

Today, the kills and abilities that created the economy, simplicity and operating re bility of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talki ", radio locators, aircraft transmitters, and many other types of rad apparatus required for war.

In addition Westinghouse radio research talents are searching the field of electronics finding new and better methods that will keep this equipment second none.

From this, mes our blueprint for tomorrow.

Out of the developments veiled in military secrecy and the new discoveries ye be made, will come peacetime contributions that will make Westing se radio apparatus finer than ever.

J-08050

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

(*Continued from page 80*)

tinger, Associate Professor of Marketing, Wharton School of Finance & Commerce, U. of Pennsylvania, a factual study of agency and advertiser desires in station research, together with some arresting and inescapable conclusions, was released to NAB member stations on July 1, 1942.

SALES MANAGERS EXECUTIVE COMMITTEE: To bring the new Director up to date on the activities of the Sales Managers, immediately prior to his association with NAB, the Chairman of the Committee called a special two-day meeting in Chicago on Sept. 23-24, 1942. Special thanks are due each of the following members of that Committee for his advice and assistance during the service of the present Director in the period covered by this report: John M. Outler, Jr., Chairman, WSB, Atlanta; Frank R. Bowes, WBZ Boston; Donald D. Davis, WHB, Kansas City; Dietrich Dirks, KTRI, Sioux City; George H. Frey, NBC, New York; Arthur Hull Hayes, CBS, New York; William Malo, WDRC, Hartford.

DISTRICT MEETINGS: In company with President Neville Miller, the Director attended 18 meetings in the 17 NAB Districts, starting in Philadelphia Oct. 19, 1942, and concluding in Boston Dec. 10, 1942. For this series of District meetings, two booklets were prepared: one contained four charts on the growth of radio ownership and broadcast advertising, and four tabulations of the distinctive advantages of radio as an advertising medium; the other contained summaries of eight topics of discussion at the sales meetings held in conjunction with these District meetings.

Cooperation with Government agencies and other trade groups was maintained.

COVERAGE MAPS: Just prior to the start of the NAB District meeting tour, Paul F. Peter, NAB Director of Research, released the "Recommended Standards for the Determination of Coverage Maps" tentatively approved by the Research Committee. At each of the meetings, these standards were presented for an extended discussion, culminating in a show of hands on the acceptability of the recommendations.

Since this project originated with the Time Buyers Committee of the AAAA and the President of the Radio Executives Club of New York, the Director, following the District meetings, informed this group of the approval of these standards by an overwhelming majority of the station executives to whom they had been submitted. As a result of this meeting, the AAAA agreed to provide a seal or stamp of approval of this method of preparing coverage maps.

Meanwhile, the project was referred to Howard S. Frazier, NAB Director of Engineering, and the NAB Engineering Committee. This group recommended certain changes which were incorporated in the final draft submitted to the Sales Managers Executive Committee at its meeting in New York on March 9, 1943, and to the Research Committee at its meeting in Washington on March 31, 1943. From the latter meeting came a further slight modification and final approval of the standards. The Research Committee also authorized the preparation of sample coverage maps (day and night) based on these standards and the issuance of a booklet outlining the method of compiling and computing such maps. It is hoped that this material will be available for distribution at the NAB War Conference.

A HORSE AND PLOW borrowed from a farmer living near the transmitter of WHIO, Dayton, are used by Engineers Kenneth Weller, seated on the horse, and Jack Hodgkinson, holding the plow, in preparing the ground for a Victory garden at the transmitter site. Jack Peyser, announcer, seems to be bossing the job. All WHIO employees are free to make gardens at the transmitter grounds.

PER-INQUIRY AND FREE TIME: When an analysis disclosed that the number of per-inquiry offers and free time requests received by radio stations during a six-month period in 1942 was substantially above the number of such unethical approaches in the same period of 1941, a somewhat different attack was decided upon. In the "NAB Reports" all such offers and requests were treated facetiously and sarcastically. The immediate result was a doubling and quadrupling of the number of such attempts reported to the department and, favorably, the conversion of several such efforts to standard trade practice.

SALES MANUAL FOR LOCAL ACCOUNTS: The Sales Managers Executive Committee, at its meeting in New York on March 9-10, 1943, instructed the Director to prepare as rapidly as possible a Sales Manual for Local Accounts. This is now in production and a final draft was planned for submission to the Committee at its meeting preceding the NAB War Conference.

RETAIL PROMOTION COMMITTEE PLAN: Acting on a resolution of the Sales Managers Committee, passed at the NAB Annual Convention in 1942, the NAB Board of Directors authorized the appointment of a Retail Promotion Committee (originally termed Department Store Clinic Committee) to investigate the present use of broadcast advertising by department stores and leading retail establishments, and to recommend ways and means of increasing the acceptance of radio in this field.

Plans Approved

After a preliminary investigation, the Committee selected Sheldon R. Coons, business counsel, to make the study and prepare the presentation. An outline of the project and a schedule of the proposed cost of participation for radio stations was submitted to the NAB Board of Directors at a meeting in Chicago Sept. 24, 1942, and approved unanimously. The campaign to raise funds was launched Oct. 30, 1942.

In essence, the Retail Promotion Committee Plan is designed to finance and present a study into the problems of retail selling, retail distribution and the part radio advertising may play in their solution.

It will be presented as a dramatic, four-hour master showing employing motion slide films, animation, sound motion pictures, transcriptions, charts, supplementary exhibits, printed material for distribution.

Jumbo Easel Form

It will be shown at joint meetings of the owners and managers of retail establishments and the executives and salesmen of participating radio stations.

Where it is not feasible to present the Master Showing, complete presentations in jumbo easel form will be available.

In both the study and the presentation, Mr. Coons will draw upon sources of unquestioned stature, men known to all in advertising, business, government, labor, management, retailing and broadcasting. All to the end that there shall be presented to the retail industry and broadcasters alike a sweeping compilation of such authoritative opinion and verifiable facts as to show conclusively how the broadcasting industry may serve the retailer.

Many leaders in the industry have termed this project the most constructive activity ever undertaken by broadcasters. Certainly it is the first industry-wide effort to sell the medium on a thoroughly sound and constructive basis.

For the tremendous energy and unlimited time that Chairman Paul W. Morency, of WTIC, Hartford, has devoted to the development of this project, broadcasters will long be indebted. With the goal in sight, the entire committee hopes to raise, at the NAB War Conference, the additional funds required to complete the study and presentation.

To assist Chairman Morency in the campaign for funds, the Director has devoted more than a majority of his time since the conclusion of the District meetings. To those who are closely associated with the project, no other activity in the commercial phase of broadcasting has ever possessed either the appeal or the possibilities of the Retail Promotion Committee Plan.

ENGINEERING DEPT.

Howard S. Frazier, Director of Engineering

The NAB Engineering Department is now devoted almost exclusively to industry problems of a technical nature created by the war. These activities include the conservation of tubes, spare parts and other materials essential for operation; the recruiting of competent technical personnel from sources outside the industry, the maintenance of home receivers and direct assistance to stations with material and personnel problems.

Neville Miller is chairman of the Domestic Broadcasting, Committee IV and a member of the International Broadcasting, Committee VI and Communications Liaison Committee for Civilian Defense, Committee XII, of the Board of War Communications. The Director of Engineering serves as alternate and technical advisor for the NAB president on these three committees.

It is anticipated that losses of the industry's technical manpower will be one of the most serious problems to be faced by the industry in the near future.

For many months this Department has been preaching the wisdom of training women and men, who because of age or physical fitness are not subject to military

XUM

Consistent Daytime Leadership of WPRO

IN PROVIDENCE

The News Station of Rhode Island

C. E. Hooper Station Listening Index
October 1942 to March 1943
Monday thru Friday

	WPRO	Station "B"	Station "C"	Station "D"
Morning Index	37.0	24.1	18.2	18.2
Afternoon Index	38.2	31.4	16.0	12.6

This is why WPRO consistently carries more local advertising than any other Rhode Island station . . . and is "first choice" of informed National Time Buyers.

Rates: One rate card—the same low rates to every class of advertisers.

630 Kc. 5000 Watts Day and Night Basic CBS

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

Buffalo's Most Powerful Transmitter Plant

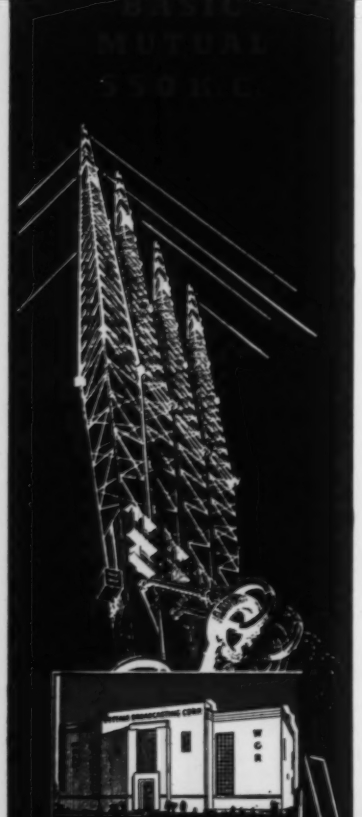
GIVES

WOR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

service, as replacement technicians and operators. The Executive Engineering Committee has not considered it advisable to undertake an industry operator training program as the operating practices of individual stations vary widely.

The BBC has been extremely cooperative by informing NAB of its experience with technical personnel problems under wartime conditions. Recently the NAB Engineering Department, with the cooperation of the American Radio Relay League, inaugurated a campaign to recruit men and women possessing radio operator licenses or other qualifying experience for technical positions in broadcast stations. Applicants have already been registered from 37 states and the District of Columbia. Upon request, the names of registered persons are forwarded to stations.

No Station Off the Air

Conservation measures instituted by cooperative action of WPB, FCC and BWC together with the exchange of surplus materials, as implemented by the FCC catalog of surplus equipment and the NAB Swap Bulletin, have made possible the continued operation of the industry with a minimum drain upon the nation's stock pile of vital materials. So far as is known by NAB, no station has been off the air for longer than a brief period due to a lack of replacement tubes or parts.

The NAB Swap Bulletin is mailed to all standard broadcast stations regardless of NAB membership. Likewise, the columns of the Swap Bulletin are available to all broadcasters.

The delivery of necessary replacement materials to broadcasters has been expedited by the granting of the preference rating AA-2X which is comparable with the priorities accorded military requirements.

There is a growing realization that the effectiveness of broadcast station operation is dependent upon the continued maintenance of home receiving sets. This problem has been aggravated by the loss of substantial numbers of radio service mechanics to the armed services and other industries, as well as the temporary shortage of some replacement parts and tubes. The Engineering Department has devoted much of its efforts during recent months to this phase of the industry's wartime technical problems.

The work of the Recording and Reproducing Standards Committee has been suspended for the duration of the war.

Among the varied activities of the Engineering Department, the following are worthy of special mention: publication of a directory of tube repairing facilities, priority instructions to broadcasters, the purchase by broadcasters of transmitting tubes from amateurs, [illegible] laxation of FCC operator requirements, a continuous review of technical publications with recommendations for broadcast engineers and executives, selected service problems and the investigation of new broadcast equipment developments.

Milwaukee Trip

AN INVITATION to NAB War Conference delegates to run down to Milwaukee anytime between April 29 and May 2 and take in the *Milwaukee Journal's* "Radio City" layout [WTMJ and W55M (FM)] has been extended by Walter J. Damm, vice-president and general manager of radio and former president of the NAB. The plant was opened Feb. 15 but no formal dedication was held in view of war conditions. Milwaukee is about 90 minutes from Chicago, with about two dozen trains leaving daily.

LABOR RELATIONS

Joseph L. Miller, Director

The whole field of relations between men and management is now under the control of the Federal Government.

Collective bargaining is only a sham. Either side in labor negotiations can end them at will, knowing that compulsory arbitration must follow. And even if a bona fide collective agreement is arrived at it must be submitted to the federal government for approval.

Wages and salaries have been "stabilized". That means "frozen" with some little leeway.

Labor is forbidden to strike.

Not only does the government now fix maximum hours of employment (without penalty) but also tells management just how long its men shall work.

Some headway has been made toward "freezing" men in their jobs if essential to the war effort, and labor conscription within the coming year is the probable development which will complete the governmental grip on this field.

In so doing, if management is wise, it will seek the support and cooperation of organized labor. Most labor unions, like management, are chafing under virtual bureaucratic dictatorship. They will be ready and willing to help management restore economic freedom—if management does not try to define economic freedom as unbridled freedom for management and serfdom for labor.

A start was made toward determining whether radio was responsible for the permanent maintenance of those members of the AFM who could not make a living with their instruments.

James C. Petrillo, president of the musicians union, started the ball rolling when, in June, 1942, he

YOU OUGHT TO SEE THE WAY THEY'RE PACKING PEOPLE INTO BEAUMONT

In 1940, according to the census, Beaumont's city limits encircled 59,063 people. On December 31, 1942, an estimated 80,000 inhabitants dwelled within the same limits. Also, the December, 1942, city directory lists 99,000 residents against 77,000 people who were included in the 1941 city directory. Add to Beaumont's rapid growth the equally great population gains of nearby Port Arthur and Orange and you'll readily understand why it'll be a wise move to use KFDM today to cover the war-busy Sabine area.

KFDM

BEAUMONT TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

Serving the magnetized Sabine area which is drawing people and industries from other sections.

kglo

MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

F. C. EIGHMEY
General Manager

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

nounced to his convention that M members would make no re- dings after Aug. 1. Under the mittee's pressure he finally ted that he wanted the recording panies to contribute cash to a ion-managed "unemployment nd". This they refused to do.

Sooner or later, the issue will be ded, and recording will be re- ed.

Whatever the decision, it likely ll determine in the long run ether the private WPA for mu- cians which is now maintained many radio stations must be ntinued. The sooner this question decided, the better for all con- erned.

LEGAL DEPARTMENT

Russell P. Place, Counsel

Following the Cleveland Convention, hearings on the Sanders Bill to amend the Communications Act were resumed May 19, 1942. The reported testimony comprised 1058 pages. In January, 1943, Representative Holmes (R-Mass.) introduced in the 78th Congress a bill virtually identical with the Sanders Bill, and in March Senators White and Wheeler jointly introduced a bill which also included the recommendations of the Federal Communications Bar Assn., but went even further and included, among other provisions, the three proposals advanced by NAB at the hearings on the Sanders Bill last year. NAB had endorsed in principle the Bar Association's recommendations. There is a distinct possibility, it is generally believed, that the present Congress will amend the Act.

Also on the Congressional front are three bills which would prohibit the advertising of alcoholic beverages. The Johnson and Capper Bills in the Senate, and the Culkin Bill in the House, were referred respectively to the Senate Interstate Commerce Committee and the House Interstate and Foreign Commerce Committee, where they now remain.

Selective Service Handbook

Preparation of the NAB Selective Service Handbook and Supplements, correspondence with stations relative to occupational deferment of key men, and contact with National Headquarters of the Selective Service System, have consumed considerable time and effort. Activity and Occupation Bulletins issued by headquarters for the guidance of local boards have not prevented induction of many key employes in broadcasting, although the industry as a whole, it is believed, has been accorded reasonably fair treatment.

The training of women, men over 45 and men in 4-F remains, as NAB has repeatedly stated, the safest course to pursue in order to insure sufficient manpower for continued operation. With the drafting of fathers imminent, the picture daily looms more grim.

Under the law the local boards, subject to the right of appeal to the Boards of Appeal, have the power to determine all claims and questions relative to occupational deferment. Under the Selective Service System's basic policy of decentralization, the power of State Directors seems to be increasing with corresponding reluctance on the part of the Director of Selective Service to intervene in occupational cases.

Gen. Hershey and the State Directors have the authority in their discretion to take such appeals, an authority they exercise only infrequently. The local boards, at the grassroots, are virtually all-powerful, and are seldom reversed if they have observed procedural regulations. Counsel has been of some help in a number of cases where stations requested investigation by headquarters; but the prospects for the future appear less bright.

GIFTS OF GRATITUDE to close WGBI's best year of national spot business in 18 years of broadcasting. Frank Megargee (left) president of the Scranton (CBS) station, presents ostrich leather wallets to Vice-President George Bolling (center), and President John Blair (right) of John Blair & Co., the station's representatives for the last six years. Contract has been renewed. WGBI presented a gift to every man and woman in the agency.

PROMOTION AND CIRCULATION

By Arthur Stringer

This department continues to be almost wholly concerned with government departments.

The industry provides a tremendous amount of support to the nation's war effort: 5,556,000 announcements and 601,000 programs of local origination in 1942.

Elmer Davis on March 26, 1943, stated that $86,900,000, divided $71,570,000 for time and $15,330,000 for talent, was the dollars and cents value of the over-all radio effort of bringing war information to the public.

Stations which have not yet safeguarded their operation by placing women, over-age men and 4-Fs in key spots are faced with sizable difficulties now, larger ones in a few months.

By acting promptly stations have one last chance to secure dependable replacements for the duration. It is our feeling that some measure of relief may be afforded by checking lists of nearby students who have been enrolled in the ESMWT-NAB "Fundamentals of radio" courses.

The March-April tube survey undertaken by NAB for Radio & Radar was reported "excellent and most helpful" by WPB.

Over 10,000 copies of a folio dealing with Selective Service were distributed by NAB with the help of broadcast stations, jobbers and service associations and set manufacturers.

Broadcasters must become "circulation" conscious. Unless individual sets (circulation) are maintained in repair, the war effort will suffer.

What happens to the morale of

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

DON'T GO GETTING ANY NOBLE (Ky.) THOUGHTS!

No doubt your intentions are honorable, but even lofty ideas won't get you much business in towns the size of Noble (Ky.)! But in the Louisville Trading Area, buying power is on the grand scale—adds up to 35.5% *more* than the rest of Kentucky combined! . . . It's a princely market, and all within reach of WAVE—the station renowned for complete coverage at lowest cost. In other words, noblesse oblige!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.

National Representatives

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo only

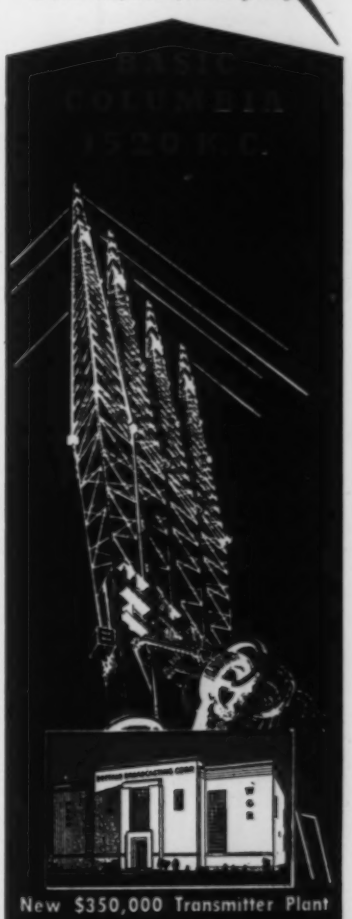
50,000

WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

"KSO Speeds Distribution for Wartime Spread"

. . . says Randall Klein

As head of the Des Moines office of Seavey & Flarsheim, food brokers, Randall Klein has had a hand in many successful Iowa sales promotions. On his recent introduction of Double-Mix, Mr. Klein reports:

"Last October radio launched Double-Mix in Iowa—with daily mention on KSO's home-economics program.

"Thanks to effective broadcasting, Double-Mix is already established with thousands of Iowa families as the wartime spread that makes one pound of butter do the work of two.

"Even in normal times, introducing a new product is a tough test for any medium of advertising. In wartime, it's even harder. So KSO and Helen Watts Schreiber can take a well-deserved bow for helping Double-Mix to obtain such wide distribution in so few months."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

families, deprived of accustomed news and other broadcast services, was demonstrated this spring when many farm families were unable to buy radio batteries. Large numbers became resentful, uncooperative and disgusted.

It is unfortunate that farmers were the unwilling guinea pigs whose reactions, when deprived of broadcast service, aroused public indignation. But this experience has clearly demonstrated the importance of maintaining a radio in every American home throughout the emergency.

RESEARCH

By Paul F. Peter

The NAB Research Department, under the direction of the NAB Research Committee, has completed its study of Station Coverage and is preparing a publication of its recommendation on the subject. This will be mailed to the membership as soon as it is printed. The title of the publication will be "How to Determine Station Coverage".

The department has also completed its tabulations and calculations of Census data to be included in the "NAB Market Data Handbook for Broadcasters".

Two surveys were addressed to broadcast stations during the last year which were of particular importance: on use of musicians by broadcast stations and a survey of the manpower situation in the industry.

The NAB recommendation on Station Coverage will contain a recommendation on method of determining the station coverage area, and the manner of handling the calculation of the market data used to interpret the coverage area. Also included will be a sample station coverage presentation presenting a demonstration of maps, titling and copy.

The NAB Engineering Committee prepared a recommendation on "Signal Strength" in 1940 under the title, "National Association for the Purpose of Estimating Field Contours of a Broadcast Station in the Regular Broadcast Band."

Recommendations are given on "Audience Mail" and "Coverage Analysis."

Market Data Handbook

In conjunction with the Station Coverage Recommendation, NAB is preparing a thoroughly complete Market Data Book for Broadcast Stations which will contain basic information for station use.

The importance of the problem of manpower to operate the industry compelled NAB to address a questionnaire to all stations in September, 1942.

The department is currently preparing a simplified questionnaire to revise earlier information on manpower since it is probably the most acute problem facing the industry today.

The department has devoted much time to the collection of information needed in treating the problem of the musicians' ban on music recording.

More than 500 radio stations have consistently submitted reports on the programs and announcements carried on behalf of the war effort each month since the fall of 1941. The department has made the analyses of the reports.

The department undertook to assemble as much information as could be made available for the use of stations in calculating excess profits taxes; assisted in the preparation of a data sheet and instructions for its use to assist stations in critical labor areas in observing the 48-hour week to conform with the Executive Order of the President.

The department assisted the National Retail Dry Goods Association in preparing a questionnaire to its membership on the subject of retail advertising; assisted in preparation of graphic charts of basic radio information for the use of the director of broadcast advertising.

LISTENER ACTIVITY

Mrs. Dorothy Lewis, Coordinator

Principal objective of this department for 1943 is to continue the program of education of the listening audience with principal emphasis on program evaluation, to report on audience reactions and to service all those groups or individuals wishing aid in using radio, when such use is in the public interest.

Rep. Stewart to Amend Mailing Privilege Bill

AMENDMENT of a bill to preserve second class mailing privileges for publications that suspend during the war (HR-1004), limiting it to publications owned by servicemen, seemed likely last week after Rep. Stewart (D-Okla.) expressed opposition to it in the House Monday.

When the measure was brought up, Rep. Stewart refused to permit its consideration. He explained that he felt the bill should be worded so that it would protect only war victims. He predicted that an amendment would be arranged with the sponsor of the bill Rep. Hagan (P-Minn.).

WLIB-CIO Pact

AMERICAN Communications Assn. (CIO), reports that negotiations with WLIB, Brooklyn, have been completed and a contract is being drawn providing for raises and union benefits for the station's entire staff. At WIBG, Philadelphia, negotiations for a renewal of the technicians' contract ended in a deadlock and the disputed points have been submitted to the U. S. Conciliation Service for arbitration. At KYW, Philadelphia, the technicians' contract has been reopened for discussions of wage adjustments.

POST-WAR PLANN IS BEGUN BY W

WITH AN EYE to greater ing pleasure and increased tional efficiency when the w over, WOR, New York, has o ized a post-war planning com under the direction of its exec committee, with specific studie signed to appropriate departm The functions of the committee still exploratory in nature, several postwar personnel, e neering and business problems under consideration.

Specifically, the question WOR's participation in telev is being analyzed as to how materials will be available a the war, what materials are a able now, and what the possibili are of placing orders now equipment needed later. The ture of W71NY, WOR's FM tion, is another topic under cussion, including problems of pansion, antenna design, trans ter improvement, and the bring up to date of present studio equ ment.

The station's news and progra departments are studying the po sibility of a reduction in the nu ber of news programs and la replacements after the war, wh the sales division is trying to d termine the changes in advertisi which will probably occur. In co nection with the post-war plans advertisers, Eugene S. Thom sales manager of WOR, is wor ing with the larger advertisi agencies on a survey which wi probably be completed at the en of May.

CBC Excuses Jap Scar Incident, Issues Warning

OFFICIAL CBC investigation o the Jap landing scare on the Pacific coast a few days ago resulted in a release saying "the presentation of the program was an error in judgment committed through excess of zeal for a good cause. (Recruiting for Canada's Reserve Army.) It should be a warning to advertising agencies and radio operators that the use of 'scare' methods to arouse public interest should be used with the greatest of care."

Scare resulted from a program sponsored by Maher Shoe Co., To ronto, through A. McKim Ltd., advertising agency.

Part of show referred to Sinclair Lewis' "It Can't Happen Here." Listeners who misunderstood telephoned newspaper offices and army stations. Some reserves reported for duty.

Corwin to Speak

NORMAN CORWIN, CBS producer and playwright, will present the composite views of radio actors, writers and producers on the relation of their respective fields to the war effort, at the National Wartime Conference of the professions, arts, sciences and white-collar fields, to be held May 8-9 at the Hotel Commodore, New York. Representatives of these groups are now meeting to draw up suggestions for making fullest use of their skills, and the results will be reported by Mr. Corwin at a panel session on "Arts and Letters", Sunday, May 9. Meeting is sponsored by a number of educational, scientific and civic organizations, and by 200 individuals.

WHAT RADIO STATION IN KANSAS CITY IS LISTENED TO MOST-- BOTH DAY and NIGHT?

That was the question asked in the most comprehensive poll in the history of radio—the National Broadcasting Company's 1942 survey, "A Tale of 412 Cities."

Pause . . . For Station Identification!

1. In the daytime WDAF is "listened to most" by 33% more listeners than the second station.

2. At night WDAF is "listened to most" by 64% more listeners than the second station.

610 KILOCYCLES—5000 WATTS—FULL TIME

WDAF

BASIC N. B. C. • KANSAS CITY

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Radio in the Global War

(Continued from page 70)

vantage of the most recent developments of electronic science in reducing the effects of interference, frequency-modulation has been adopted for use in tanks, tank destroyers and the Field Artillery.

A complete radio system was put into effect during 1942 for tanks and tank destroyers, permitting short-range communication between tank commanders and the individual tanks under their control. Each tank is equipped with two-way short-wave radio, frequency-modulated and crystal-controlled. The tank carrying the commander of a tactical unit will have two complete radio systems, over one of which he communicates with the men under his command, while the other serves him for communication with the commander of the next higher echelon. Thus, the principal and subordinate radio nets are interlinked to provide continuity in the flow of orders and information even during the heat of a mechanized encounter. The radio system for the armored force includes smaller sets for reconnaissance use which can operate on the same frequency with those in the tanks.

A similar system has been set up for the Field Artillery. The sets operate with frequency modulation on high-frequency channels which, again, are accurately calibrated by crystal control. Some of the sets are permanently installed in vehicles and obtain power from the vehicular electrical system. Others are portable, low-power transmitters and receivers which can be carried like suitcases and are operated from batteries. Auxiliary equipment makes it possible to install these portables in vehicles and operate them off the vehicular electrical system.

Code or Voice Transmitted

Messages may be sent either by radiotelegraph or radiotelephone. Special abbreviations are used in either case to convey the information which an observer, either at a forward vantage point or in the air, is in a position to get through to the fire control station. The Field Artillery radio sets provide communication for purposes of reconnaissance, direction of fire, and warning against impending attacks of enemy aircraft or tanks. One feature of these sets is remote control, enabling an operator to put a set in a physical location which provides for good transmission while he personally can work from a position with less exposure to enemy fire.

Considerable attention has been paid to the portable radio set carried by one man. The walkie-talkie, carried on a man's back, has already become familiar to all Americans. In the field of combat, it has already performed admirably in front-line reconnaissance and artillery observation. Better and more compact portable radios are under continual development. One of them is the tiny transreceiver which a man can hold in one hand while listening or talking. It is known as the "handie-talkie," although some troops like to call it the "cracker-box radio" because its size and shape resemble the common retail biscuit box.

Aerial warfare has provided a huge and diverse field for the application of radio. Communication itself is only one of many ways in which radio is used in aerial war. Radio plays a major role in helping the navigator plot his course in flying in a definite direction with or without the aid of a radio beam. Radio altimeters tell the pilot how high he is over the nearest terrain obstacles, a tremendous improvement over the pressure type altimeters which indicated altitude above sea level, and even then only after further correction was made in accordance with the barometric pressure variations due to weather conditions at the moment. Radio serves in bringing pilots back to their home base and in guiding pilots to a blind landing under conditions of "ceiling zero." Radio also serves in a very remarkable way in the secret devices used for detecting and locating enemy craft.

Transmitters Record Weather

In preparing for any aerial undertaking, a knowledge of the winds and other meteorological conditions at various altitudes is of the utmost importance. For this purpose, the Signal Corps has applied radio in the form of tiny automatically operating transmitters carried by balloons to the upper layers of the atmosphere and sending signals to the ground to provide a continuous record of temperature and humidity at successively increasing altitudes.

Radio direction finders play an important part in locating enemy transmitters. Special signal radio intelligence personnel are assigned to monitor the enemy wavelengths and keep a record of their transmissions. In our own operations, of course, discretion is observed to prevent the enemy from hearing too much. However, there is one type of radio transmission to which the enemy—both his troops and his people at home—are invited to listen. These are the broadcasts which present factual news and the viewpoint of the United Nations to the people of the Axis nations and the people of nations subjugated by them. The Signal Corps is charged, among other things, with providing these powerful transmitters, although the decision as to what program shall be carried on them is made by other agencies. A notable example was the transportation of a powerful station to North Africa which set up business on a wavelength adjacent to the regular Morocco station and played an important part in putting the American story before the French population during the confused days that followed the initial landing. Technicians of the United States Signal Corps are always prepared to take over radio stations in occupied areas and adapt them to serve the military and political ends of the United Nations.

TRANSMITTERS and receivers are in action. In warfare today every one keeps in touch with everyone else, on the ground, in the air, on the water. This is a receiving set in operation in the field.

Echelons Concept Important

In the organization of military communications, the concept of "echelons" is very important. An echelon is a level of organization. Suppose that a national radio network were so arranged that each local station, instead of broadcasting its program directly to the listener, sent it out to a limited number of sub-stations, and then, in turn, each sub-station covered a number of low-power transmitters located in each city block. We would then have a series of levels through which the broadcast information finally reached the public. Of course, such a system would be unnecessarily elaborate for the broadcasting of public information. Such a system, however, must be used in military operations. Reports and orders are not meant for all ears. They are designed for the exclusive use of particular listeners.

Organization Set-up

In military communications, the responsibility for transmission of information always develops upon the higher echelon. In other words, the commanding general of an overseas theater of operations is responsible for the communications lines by which his orders are transmitted to the separate forces under his command and by which information and reports are transmitted from them to him. His subordinate, say the commanding general of a corps, is responsible for communications down to the headquarters of the divisions under his command. He carries out this responsibility through the use

GOING UP!
As goes the mighty DETROIT AREA, so goes CKLW! They're both hitting a
NEW HIGH in sales
This area's March retail sales topped $118,000,000 . . . and CKLW's time-sales lead in many major retail classifications! Go where business is booming and you find CKLW leading the way . . . going UP with a great market!
IN THE DETROIT AREA
CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

"E"

RADIO'S FOR

EXCELLENCE

TO

WIRE

. . . which, through the cooperation of the Indianapolis Building and Loan Associations . . .

TOPS the Nation's Stations in selling $10,619,425.00 in War Bonds—on ONE performance of

"TRUTH or CONSEQUENCES"!

BASIC NBC

WIRE

National Representatives:
JOHN E. PEARSON COMPANY
360 N. Michigan Ave., Chicago
FRANKLIN 2359
250 Park Ave., New York City
PLAZA 8-2255

WIREd FOR SOUND ADVERTISING RETURNS

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

of several signal battalions and companies which specialize either in radio or wire communication. In turn, the commanding general of each division is responsible for the communications to the regiments and other components of that division. These are carried out by a special division signal company whose commanding officer is the division officer, a lieutenant colonel. The division signal company includes a headquarters platoon which runs the administrative functions of the company, a message center platoon, a wire platoon, and a radio platoon, the latter being divided into sections for radio communications and radio intelligence. In the higher echelons, such as the corps, there will be entire signal companies devoted exclusively to radio repair or to radio intelligence or to some similar function.

Maintenance Set-up

The maintenance of Army Signal Corps radio equipment is also accomplished in a series of echelons. The first echelon is constituted by the using operator. The man who operates a walkie-talkie or a field radio set is not necessarily skilled in the mechanics or theory of radio repair. However, he has available to him as standard equipment a certain number of spare parts such as tubes and extra batteries. When a battery runs down or a tube burns out, it is his prerogative to replace it with a fresh one. Or if a wire gets loose, he may reconnect it to the terminal. However, anything beyond that normally would be sent back to the division signal company for repair. This company's repair section has testing equipment and men skilled in the knowledge and technique necessary for utilizing that equipment to the best advantage. If a set can be put back into shape by additional replacements or by ordinary rewiring, this is done.

However, if the equipment has been badly smashed up or if it is of an extremely complex nature, it might be sent back to the third echelon, which would be a signal repair company installed in a depot or at Army headquarters. Supporting these forward echelons, which are staffed by troops of the Signal Corps, are the rear echelons of repair in the continental United States. These are maintenance shops staffed by civilians in all the service commands. The final echelons are large and elaborate shops, also staffed by civilian mechanics, located in the larger Signal Corps depots such as the Philadelphia and Lexington depots. If they can't salvage a set, it's junk.

In the Camps

Not only do electronic means speed the flow of information and orders on the battlefield, but they figure in the life of the soldier in the training camps. The films by which the new soldier is instructed in many of the fundamentals of Army life are provided with electronically recorded and amplified sound tracks. And electron tubes even serve to get the soldier out of bed in the morning —for the sleep-slaying sound of reveille no longer comes, in the up-to-date training camp, directly from the frost bitten but nevertheless human lips of a bugler, but from an impersonal phonograph record feeding into an electronically operated public address system.

WITH DEVELOPMENT of the vacuum tube the entire scope and ra... of signalling in warfare change. Here officers on the ground talk, ... means of the Army's newer type handie-talkie, with parachutists.

TECHNICAL ADVANCES IN VIDEO

Vast Network of Television Stations Is Seen by Dr. Baker in Post-War Period

PREVIEW of a vast new potential postwar television industry was given the Schenectady Advertising Club by Dr. W. R. G. Baker, General Electric vice-president, who hinted a revolutionary change in television prospects as a result of wartime research activities.

Dr. Baker

Dr. Baker commented that prewar television was worthwhile even if it did nothing more than train engineers for high-frequency work. He said this experience was used so effectively in wartime that the usable frequency band has been broadened so that frequencies never before available to the engineer are now at our command.

Immediately after the war, Dr. Baker predicted, radio manufacturers now devoting all their efforts to war work, will want to produce reasonably priced television sets in huge volumes. He warned that the wartime advances necessitate reconsideration of the television standards adopted before the war by the National Television System Committee.

"The place of television in the frequency spectrum will have to be reconsidered," he said. "What the standards will be will be the big question to decide, for the decision will affect the industry for years."

The GE official predicted that after the war television stations will be built near all large cities, where they can service the most sets. These stations he said will be linked by a network of coaxial cables and television relay stations to overcome picture radio's line-of-sight limitation.

As an example of what can be done, he pointed out the GE relay station in the Hellerberg Mountains near Albany, N. Y., which picks up programs from NBC's television cutlet in New York and relays them to the Albany-Troy-Schenectady area through GE's WRGB transmitter.

The post war television set will probably produce black and white pictures 12 x 15 inches, he said. Color television has not yet been perfected to the engineer's satisfaction, Dr. Baker explained, and in addition it would require scrapping most of the equipment of the nation's eight licensed stations. These eight stations, Dr. Baker told the club, will probably begin fulltime programming after the war.

In addition to the great technical advances during wartime, Dr. Baker said that facilities for production of important equipment have been expanded. He pointed out, for instance, that picture tubes had been imported from Holland before the war because they were too expensive to build. When peace comes, he said, U. S. manufacturers will have tremendous capacity to make these tubes in America. Large scale production, he said, will drastically reduce the price of these tubes, and with other elements, will bring about reasonably priced sets.

WDBO, Orlando, Fla., has appointed John Blair & Co., its national sales representative.

Plough on WOR

PLOUGH, Inc., Memphis, will sponsor Fulton Lewis Jr. on WOR, New York, starting May 3. The Washington commentator broadcasts on Mutual five times weekly at 7 p. m., on a local sponsorship basis. WOR began carrying his commentaries April 19. Plough will promote St. Joseph Aspirin. Agency is Lake-Spiro-Sherman, Memphis.

"WAR CORRESPONDENT"

Starring JOHN B. KENNEDY
JIMMY WALLINGTON
AND AN ALL-STAR CAST

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

A NEW TRANSCRIBED FEATURE FOR LOCAL AND REGIONAL SPONSORS!

PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- **THE KORN KOBBLERS . . . 260** fifteen-minute transcriptions featuring the music and comedy of THE KORN KOBBLERS. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.
- **ONE FOR THE BOOK . . . 190** five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, SAM BALTER. 4 years coast-to-coast network.
- **SPARKY AND DUD . . . 66** fifteen-minute musical-variety programs transcribed by those scamps of the army camps, "Private" SPARKY and "Strictly Private" DUD. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan.
- **FORBIDDEN DIARY . . . 130** fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.
- **THE CAREER OF ALICE BLAIR,** a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- **THE OLD CORRAL . . .** starring Pappy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.

FREDERIC W.
ZIV
INCORPORATED

2436 Reading Rd., Cincinnati, O.
485 Madison Ave., New York

ORDER NOW... NEW 1943
Standard Advertising Register

In these days of rapid fire shifts, the new 1943 Standard Advertising Register and Service will keep you abreast of these changes.

The Register lists over 11,000 national and sectional advertisers. It gives the executive personnel of each including advertising manager, sales manager, buyer of printing. It shows the agency or agencies placing the account, territory covered and types of media used. In fact, it gives all information necessary to effectively solicit the advertiser or agency either by mail or in person.

• • •

THE AGENCY LIST—issued three times a year, April, August and December. A dependable source of information on 1600 advertising agencies with their personnel, recognition and the 30,000 clients they serve.

NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York — 333 N. Michigan Ave. Chicago

CONSTRUCTIVE CRITICISM

Maxine Keith Crusades Against Own Sponsor's Copy; WMCA Time Increased

'TIS AN ILL WIND, the saying goes, and that goes for Maxine Keith, whose thrice-weekly *From Me to You*, sponsored by Sachs Quality Furniture Stores, New York, has been a feature of WMCA, that city.

As a result of her own campaign against radio "plug-uglies" Miss Keith's sponsor has increased her programs to five-weekly and given her show a new title, *So What*, yet her campaign was directed chiefly at a transcribed commercial on her own show!

Pro and Con

Since *Readers Digest* published its "plug-ugly" article last August, arguments pro and con have been submitted, both orally and in print. Early this year Miss Keith took it upon herself to crusade against "distasteful" commercials. One of her targets was the chanted announcement called "I'm Talkin' About Slip Covers", done by William Woolfolk, who played the part of a Negro crab peddler in the Broadway play "Porgy & Bess".

William Sachs, an executive of the Sachs firm, heard Woolfolk chant his lines "I'm talkin' about fresh crabs" on the stage and signed him to chant the line about slip covers on records for Sachs' radio programs. Miss Keith didn't like the transcription. She wondered if her audience did and she asked them.

The response was unusually large. Most of the listeners objected to the chanted phrase as a "plug-ugly" but there were those who liked it. "A novel idea," said one; "much different from the usual radio advertising," commented another; still another told Miss Keith, "I get a kick out of the slip cover advertisement."

All the mail went direct to Sachs. What impressed the furniture dealers most was not the criticism and commendations but the number of letters. It indicated Miss Keith had a large audience.

That's why today Maxine Keith is m.c. of the recorded music program *So What*, on the air for Sachs at 4:45 p.m. Monday through Friday instead of three days a week. And it increased her daily schedule to two shows—making 10 a week.

What's more, Sachs promised Miss Keith future commercials which wouldn't offend her and her listeners. To make it good, the company has suggested that Miss Keith write her own commercials.

MOST POPULAR STATION
IN THE WEST
CLEAR CHANNEL STATION
KFI
OF LOS ANGELES
Earle C. Anthony, Inc.
N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

Canadian Press Reelects Arthur R. Ford of CFPL

ARTHUR R. FORD, CFPL, London, Ont., and the *London Free Press*, was reelected president of the Canadian Press at the annual meeting held at Toronto April 15. Mr. Ford was reelected president of Press News Ltd., radio-news subsidiary of Canadian Press. Roy H. Thomson, CKGB, and *Timmins Daily Press*, Timmins, Ont., was reelected vice-president of Press News Ltd. and directors elected were Emile Jean, CHLN, and *Le Nouvelliste*, Three Rivers, Que.; Senator W. Rupert Davies. CKWS and *Whig-Standard*, Kingston, Ont.; H. M. Hueston, *Canadian Observer*, Sarnia, Ont.: W. B. Preston, *Brantford Exposition*, Brantford, Ont.; W. McCurdy, *Tribune*, Winnipeg. Canadian Press directors elected with radio station affiliations are W. A. MacDonald, CJCA and *Edmonton Journal*, Edmonton, Alta.; G. V. Ferguson, CJRC and *Free Press*, Winnipeg; Herve Maior, CKAC, and *La Presse*, Montreal; Senator W. H. Dennis, CHNS and *Halifax Herald*, Halifax, N. S.; H. P. Robinson, CHSJ and *Times-Globe*, St. John, N. B.

WDBO to Blair

NOW CLAIMING complete coverage of Florida, John Blair & Co. has added WDBO, Orlando, to stations already represented in that state, according to announcement by Col. George C. Johnston, president. WDBO, 580 kc. and 5,000 watts 24 hours a day, joins WJAX, Jacksonville; WFLA, Tampa, and WQAM, Miami, as Blair-represented stations.

Post-War Planning

(*Continued from page 42*)

the peace following a war in wh radio science has progressed leaps and bounds. We will ha learned much of radio develop ere this war ends. Let us reso now to coordinate our planning b fore embarking on a wild scram of equipment manufacture for t use of new radio channels. Let u avoid in radio the possibility of re tarding progress by poor plannin in the radio frequency spectrum.

It is both possible and practic to coordinate the broad phases engineering equipment design wi a scientific frequency allocation, b so doing, we can likewise avoid th pitfalls of premature standardiza tion and its consequent regimenta tion of research.

It seems apparent that as soo as the war clouds show signs o clearing the entire radio electroni industry, both the manufacturers and the licensees of radio stations or applicants therefor, including those for all types of radio service, should actively collaborate on the best methods to foster the future development of radio on a basis which will minimize if not entirely eliminate the potentialities of chaos in the ether of the future.

It is likewise hoped that the en tire Federal Government, including the Federal Communciations Com mission, will be prepared to co operate with industry in this basic planning for the future.

Many broadcasters have inquired whether they should file applica tions for television, facsimile or frequency modulation stations now. It appears that in view of the re cent developments it would be far better for the radio industry to begin to plan first on more basic factors.

General Tire Would Do Radio Business in Pa.

GENERAL TIRE & RUBBER Co., Akron, O., applied to the Pennsylvania Department of State on April 22 for an amended certificate of authority to engage in the radio business in Pennsylvania. The firm, headed by Wm. F. O'Neil, purchased the Yankee Network last December.

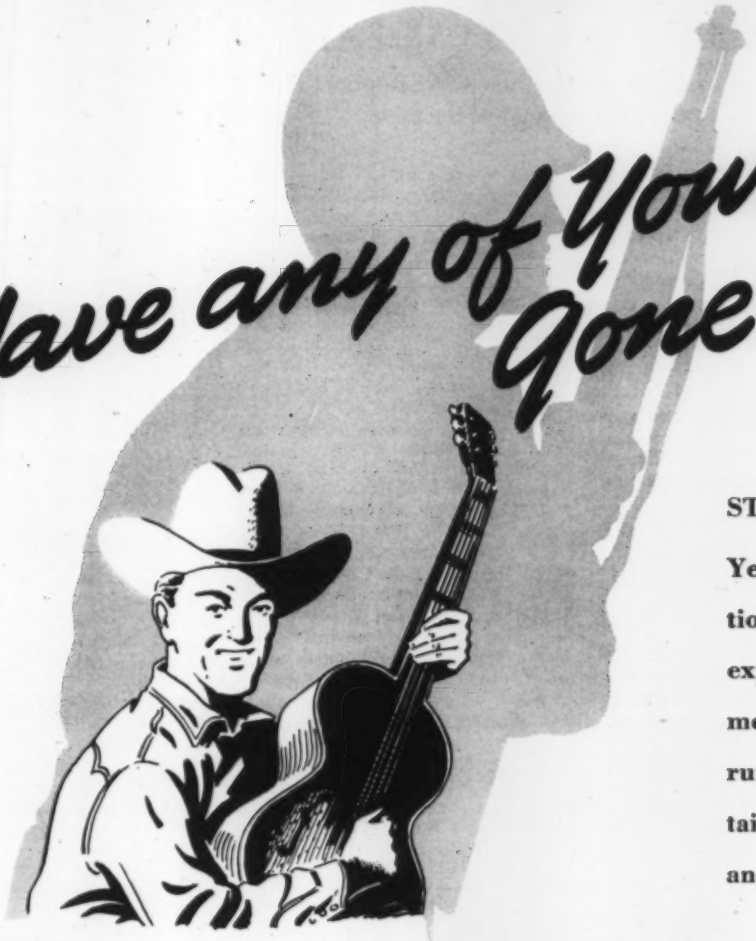
Covered in the amended petition, in addition to regular business in the tire and rubber industry, are the "acquiring, owning, operating and disposing of radio broadcasting, transmission or reception stations and the rights, franchises, patents and properties that are necessary thereto and to purchase, hold and sell stocks or securities of corporations owning such stations."

It could not be ascertained at this time whether General Tire has any plans for engaging in radio business in Pennsylvania.

Bill O'Neil, son of Wm. F. O'Neil, is owner and manager of WJW, Akron.

LOUIS BROMFIELD, novelist and farmer, will substitute on Mutual for Fulton Lewis jr., during the week of April 26, while the MBS Washington commentator takes a vacation.

Have any of Your Acts gone to War?



STATIONS • ADVERTISERS • AGENCIES:

Yes—we thought so . . . but here is a solution. Here is nationally-known Hollywood experienced talent . . . vocalists and instrumentalists of network and screen fame . . . running the full gamut of Western entertainment: ballads, classical favorites, topical and sweet arrangements, long-loved hymns.

LET THE TEXAS RANGERS SERVE YOU FOR THE DURATION

An ample number of selections . . . in a flexible arrangement of transcriptions which permit you to build even daily programs for one of your prospects who is waiting for the "right" show. You can buy The Texas Rangers—all eight of them—*EXCLUSIVELY* for your community. Priced amazingly low, according to size of market. Send for details or a sample transcription.

★ ★ ★

TEXAS RANGERS NOW SELLING—

Beer	in 5 States
Dairy Products	in 4 States
Stock Food	in 4 States
Bread	in 1 State
Coffee	in 2 States
Restaurant Chain	in 2 States
Chain Drug Products	in 1 State
Coal	in 2 States

(sustaining in many other states)

THE TEXAS RANGERS LIBRARY

An Arthur B. Church Production • Write George E. Halley, Pickwick Hotel, Kansas City, Mo.

This is . . .

THE WEST VIRGINIA NETWORK

WCHS
CHARLESTON
Columbia Network
5000 on 580

WSAZ
HUNTINGTON
Blue Network
1000 on 930

WPAR
PARKERSBURG
Columbia Network
250 on 1450

WBLK
CLARKSBURG
NBC & Blue Networks
250 on 1400

GIRL SENDS NEWS TO FAR EAST

Lois Gene Burke, San Francisco OWI Deputy, Fights Jamming of Channels by Japs

FROM atop San Francisco's Market one December evening in 1941, Lois Imogene Burke looked over the city and Golden Gate and for 15 minutes gave a running description of a West Coast blackout.

Thus was born what was destined to become the West Coast headquarters of the Office of War Information, today considered one of the key posts in the Government's psychological warfare by radio.

Lois Gene—long ago she dropped the first part of her middle name—left Warner Brothers Broadcasting Corp. in 1934 to become assistant to Murry Brophy, vice-president in charge of Columbia Management of California, the CBS West Coast artists' bureau. In 1941 her boss was called to Washington as special assistant to Col. William J. (Wild Bill) Donovan, then head of the Office of Coordinator of Information.

Headed OCI Office

On Dec. 4, 1941, Lois Gene Burke took a leave of absence from Columbia Management to head up a San Francisco office for the OCI. She hadn't yet established offices when the Japs made their sneak attack on Pearl Harbor.

A few days after the war outbreak the West Coast had its first blackout. President Roosevelt wanted information on morale and the general situation. At 11 o'clock one night he called the home of Col. Donovan where Brophy was a guest.

Within a few minutes Mr. Brophy had located Miss Burke through her hotel. She was on the Market, looking things over. While she described the blackout and gave her chief other pertinent information a stenographer took it down and within a half-hour a report was on the President's desk.

Single-handed Miss Burke quickly set up an office and hired a staff. Those early days of shortwave radio resulted in one headache after the other. The OCI was using one outlet, KGEI—then privately operated. It was on a cooperation basis but the station went all-out to help.

Gen. MacArthur was sending messages for broadcast to the Philippines. As rapidly as Miss Burke scheduled them on KGEI the Japs started jamming. Miss Burke knew of three RCA obsolete circuits. She pressed them into service. That was too much for the Japs. They jammed two of the signals but the third they couldn't and as a result many lives were saved in the Philippines.

From that beginning Miss Burke built the West Coast office of the OCI in a thriving beehive of activity. Then came the OWI and consolidation. Owen Lattimore was named director of the West Coast OWI office but Miss Burke remained as his deputy in charge of radio, news, administration and interpretation of policy.

In the week of March 7-13 the West Coast office beamed 523 units (programs) on the Southwest Pacific and Far East for a total of 95 hours of broadcasting. KGEI has been augmented by KWID and commercial circuits of RCA and AT&T. Today the Japs jam periodically but because of the schedule and circuits set up by Miss Burke a good portion of American news and information is reaching its intended goal.

That the Japanese are worried about the West Coast output is indicated in frequent broadcasts from Tokyo warning the people not to be misled by "American lies". Miss Burke supervises broadcasts in 23 main dialects including four in Chinese, nine Filipino, Japanese and dialects of the Malayas and Java.

Born in Norsehead, Minn., March 11, 1910, Miss Burke started her career as receptionist and PBX operator at KWFB, Warner Brothers Los Angeles outlet. She began

MISS BURKE

writing scripts and after more than six years of writing, producing and general broadcasting work she joined the CBS artists' service, in 1934. In that capacity she made several concert tours, handling promotion and public relations.

In private life Miss Burke's chief hobby has been horseback riding but today she has no time except for work. "My only hobby is working and trying to keep up with reading, so necessary to my job," she said.

Education Group Plans For New York Chapter

PLANS for the formation of a New York chapter of the Assn. for Education by Radio were developed at a meeting at *Town Hall Club* last Thursday evening, following a preliminary session the preceding Saturday at the home of Mrs. Dorothy Lewis, NAB coordinator of listener activities. Maj. Harold W. Kent, AER president, currently in the public relations division of the War Dept., participated.

Members of the planning committee, in addition to Mrs. Lewis, include: Jane Monahan, radio director of New York public schools, and her assistant, Madge Dower; Robert McDougal, radio director, New Jersey State Teachers College; Grace Johnson, director of women's activities, BLUE Network; Mrs. Henriette Harrison, National Radio Director, YMCA; Leon Levine, Assistant director of education, CBS; James McAndrew, radio coordinator, New York Board of Education; Harold McCarty, OWI.

Tribute to Radio

LIGGETT & Myers Tobacco Co., Winston-Salem, N. C., sponsor of Harry James dance music on CBS and of Fred Waring's band on NBC, will feature both Chesterfield cigarette programs, and will also pay tribute to the radio industry's contribution to the war effort through entertainment in a series of ads scheduled to run in 1,200 daily newspapers, starting in a few weeks. Agency is Newell-Emmett Co., New York.

CBS Staff Additions

FIVE new members of the CBS shortwave division were announced last week by the network, as follows: joining the news division are Louis Matigot, French news and feature writer, formerly on the editorial staffs of various Paris newspapers; Henry Michaelis, German news writer, who replaces Arsen Okun, out on sick leave. Additions to the production division are George Brengel, former casting director of Compton Adv., New York; Theodore Marvel, formerly of KFH, Wichita, WGN Chicago, and various New York stations, and Bernie Hanighen formerly on the production staff of WNYC, New York's Municipal station.

From Marine Camp

PHILADELPHIA Marines in training at Parris Island, S. C., broadcast on Easter Sunday during a remote program arranged by WIP, Philadelphia. Scheduled at 2:30 p.m., and continuing for an hour, the program included messages and interviews with men from Philadelphia stationed at the Marine base along with music by the Marine band and dance orchestra.

Bonus Bonds

TO SPUR the national representatives—Joseph Hershey McGillvra—to produce more business for his station, Adriel Fried, general manager of KLX, Oakland, Cal., is offering a $25 War Bond every month to the salesman of the representative firm who brings in the most business for KLX.

SESAC

Serving

885 AMERICAN RADIO STATIONS

with

AMERICAN MUSIC FOR TODAY

from the catalogs of

AMERICA'S FINEST PUBLISHERS

★

At the NAB War Conference
for SESAC

Claude C. J. Culmer
Emile J. Gough
Burt Squire
Graham Harris
Leonard D. Callahan
Gus Hagenah

Write Today
for your copy of
The Big Green 1943
SESAC MUSIC GUIDE

THE BEST MUSIC IN AMERICA
SESAC

113 West 42nd St.
New York, N. Y.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

Manhattan Soap Co., New York (Sweetheart soap), 6*sp* weekly, for 22 weeks, thru Franklin Bruck, N. Y.
Gimbel Bros. Department Store, Philadelphia (Trimount Clothing), 1 *sa* weekly, placed direct.
Rockower Bros., Philadelphia (children's and men's apparel), 5 *sa* weekly, for 13 weeks, thru Dan Rivkin, Philadelphia.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 5 *sa* weekly, for 4 weeks, thru Compton Adv., N. Y.
Land Title Bank & Trust Co., Philadelphia (banking service), 1 *sp* weekly, for 4 weeks, thru Stewart-Jordan, Philadelphia.
Fox Weis Co., Philadelphia (furs), 10 *sa* weekly, for 13 weeks, thru Harry Feigenbaum, Philadelphia.
Foster, Miller & Bierly, Inc., Philadelphia (auto accessories), 6 *ne* weekly, for 52 weeks, thru Philip Klein, Philadelphia.
Bell Telephone Co., Philadelphia, 6 *sa* weekly, for 13 weeks, thru Gray & Rogers, Philadelphia.
Freihofer Baking Co., Philadelphia (Perfect bread), 10 *sa* weekly, for 4 weeks, thru Richard A. Foley, Philadelphia.
Adams Clothes, Philadelphia (men's clothing), 3 *sp* weekly, for 13 weeks, thru H. M. Dittman, Philadelphia.
Phillips Packing Co., Cambridge, Md. (Phillips soups), 5 *sa* weekly, for 52 weeks, thru Aitkin-Kynett, Philadelphia.
Blauner's Inc., Philadelphia (department store), 15 *sa* weekly, for 2 weeks, placed direct.
Dalsimer Shoe Co., Philadelphia (shoes), 3 *sa* weekly, for 52 weeks, thru Cassidy Adv., Philadelphia.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 15 *sa* weekly, for 52 weeks, thru MacFarland-Aveyard, Chicago.
Lever Bros. Co. and/or Thos. J. Lipton, Inc., Cambridge, Mass. (any products of these companies), 52 or more *sa*, thru Ruthrauff & Ryan, N. Y.
Ex-Lax, Inc., Brooklyn, N. Y. (Ex-Lax), 5 *sa* weekly, for 7 weeks, thru Joseph Katz, N. Y.
Walsh's, Philadelphia (department store), 10 *sa* weekly, for 13 weeks, thru Harry Feigenbaum, Philadelphia.

KGER, Long Beach, Cal.

The Knox Co., Hollywood (Cystex, Mendaco), 5 *sa* weekly, 40 weeks, thru Allen C. Smith Adv. Co., Kansas City.
Turco Products Inc., Los Angeles (cleaner), 4 *sa* weekly, 8 weeks, thru Warren P. Fehlman Adv. Co., Los Angeles.
John Brown School, Siloam Springs, Ark., 5 *sp* weekly, 52 weeks, thru Lisle Sheldon Adv., Los Angeles.
Postal Union Life Insurance Co., Hollywood, 5 *sp* weekly, 4 weeks, placed direct.

KNX, Hollywood

Curtis Publishing Co., Philadelphia (*Saturevepost*), *ta* weekly, 3 *sp* weekly, 52 weeks, thru McFarland-Aveyard & Co., Chicago.
Langendorf United Bakeries, San Francisco, 15 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan Inc., San Francisco.
Douglas Aircraft Corp., Santa Monica, Cal., 5 *t* weekly, 13 weeks, thru Essig Co., Los Angeles.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 3 *ta* weekly, 16 weeks, thru Compton Adv., N. Y.

KPAS, Pasadena, Cal.

Consolidated Drug Trade Products, Chicago (proprietary), 6 *sp* weekly, thru Benson & Dall Inc., Chicago.
Fisher Flouring Mills Co., Seattle (Zoom), 21 *sa* weekly, 2 weeks, thru Izzard Co., Seattle.

WOR, New York

Wilbert Products Co., N. Y. (floor wax, shoe cleaner), *sp* weekly, 52 weeks, thru Tracy, Kent & Co., N. Y.
Curtis Publishing Co., Philadelphia (*Saturevepost*), 5 *sa* weekly, 52 weeks, thru MacFarland-Aveyard and Co., Chicago.
Calco Chemical Division, American Cyanamid Co., N. Y. (Bleachette), 5 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Joseph Burnett Co., Boston (Burnett's vanilla flavoring), *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.
Abbott's Dairies Inc., Philadelphia (Jane Logan DeLuxe Ice Cream), 5 *sa* weekly, 26 weeks, thru R. A. Foley Adv., Philadelphia.
Mother Hubbard Distributors Inc., New York (Golden Center wheat germ), 5 *sa* weekly, 13 weeks, thru H. C. Morris & Co., N. Y.
American Dietaids Co., Yonkers, N. Y., (Souplets), 5 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Bookhouse for Children, Chicago, *sp* weekly, 13 weeks, thru Presba, Fellers and Presba Inc., Chicago.
Reader's Digest Assn., Pleasantville (*Reader's Digest*), 2 *sa* weekly, 9 weeks, thru BBDO, N. Y.
Planned Foods Inc., N. Y. (Rose Mill Pate Gras), 5 *sa*, alternate weeks, 13 weeks, thru Blaker Adv., N. Y.
Bulova Watch Co., New York, 70 *sa* weekly, thru Biow Co., N. Y.

KHJ, Hollywood

Santa Monica Flavor & Extract Co., Santa Monica, Cal., 3 *sp* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.
Maytorena School of Aviation, Los Angeles, 5 *sa* weekly, 4 weeks, placed direct.
National Lead Co., San Francisco (Dutch Boy paints), 3 *ta* weekly, 4 weeks, thru Erwin, Wasey & Co., San Francisco.
Douglas Aircraft Co., Santa Monica, Cal., 7 *ta* weekly, 13 weeks, thru Essig Co., Los Angeles.
Bekins Van & Storage Co., Los Angeles (moving, storage), 3 *sa* weekly, 52 weeks, thru Brooks Adv. Agency, Los Angeles.

WBBM, Chicago

Lever Bros., Cambridge, Mass. (Rinso), 10 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Macfadden Publications, New York (*True Story*), 1 *sa* weekly, 3 weeks, thru Raymond Spector Co., N. Y.
Beacon Chemical Corp., Philadelphia (Zero ammonia substitute), 3 *sp* weekly, 10 weeks, thru James G. Lamb Co., Philadelphia.

KFI, Los Angeles

Bullock's, Los Angeles (department store), *sp* weekly, 26 weeks, thru Dana Jones Co., Los Angeles.
Helbros Watch Co., New York, 2 *sp* weekly, 52 weeks, thru Ray-Hirsch Co., N. Y.
Hy-Trous Corp., Malden, Mass. (plant food), 3 *sp* weekly, 30 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 10 *ta* weekly, 48 weeks, thru Ted Bates Inc., N. Y.
Purex Corp., Los Angeles (bleaching solution), 3 *sp* weekly, 13 weeks, thru Foote, Cone & Belding, Hollywood.

WAAF, Chicago

Tayton Cosmetic Co., Hollywood, 6 *sp* weekly, 13 weeks, thru Allen C. Smith Co., Kansas City.
Curtiss Candy Co., Chicago (Corn Muffin Mix), 6 *sp* weekly, thru C. L. Miller Co., Chicago.
Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 6 *sp* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Resinol Chemical Co., Baltimore (ointment soap), 6 *sp* thru Courtland D. Ferguson Inc., Baltimore.
Pepsi-Cola Co., Long Island City, 896 *sa*, thru Newell-Emmett Co., N. Y.

WMAQ, Chicago

Morton Salt Co., Chicago (table salt), 16 *sa* thru J. Walter Thompson Co., Chicago.
Esquire Publications, Chicago (*Coronet*), 13 *sa*, thru Schwimmer & Scott Adv. Agency, Chicago.
United Drug Co., Boston (Rexall one-cent sale), 7 *sa*, thru Street & Finney,, New York.
Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 260 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Columbia Pictures Corp., New York ("The More the Merrier"), 5 *sp* weekly, 6 weeks, thru Weiss & Geller, N. Y.

KMPC, Beverly Hills, Cal.

Wilco Co., Los Angeles (Van's white shoe polish), 30 *sa* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal., 14 *ta* weekly, 13 weeks, thru Essig Co., Los Angeles.

A 30-MINUTE transcription is being used by a Missoula, Mont., theatre to plug the coming performance by the Boston Light Opera Company of "The Mikado". Transcription is a brief of the G & S operetta.

FTC Disputes Ad Claims Covering Two Products

MISREPRESENTATION in radio continuities and other media is claimed by the Federal Trade Commission in complaints against the advertising of an antifreeze solution called "Antarctic" and a medical device called "Domestic Short-Wave Diathermy".

One complaint charges that the diathermy machine, sold and distributed by M. E. Heyman and Maude S. Jaret, trading as Domestic Diathermy Co., New York, is not a scientific, safe, harmless or effective means for use in treating of certain diseases, as indicated in advertising.

The other complaint alleges that advertising of the Winterine Mfg. Co., Denver, for its Antartic antifreeze solution represents that it protects the entire cooling system of automobile and other combustion engines against corrosion, rust and deterioration and that it will not rust or clog passages. The FTC charges that the product will not accomplish these results, and says that Antarctic solution, with a calcium chloride base, is inferior to antifreeze solutions containing glycerine or alcoholic bases, and that it is not a safe or dependable product.

Campaign for Book

AFTER completing a 10-day trial campaign for test instruction book for service men [BROADCASTING, April 19], Kenmore Publishing Co., New York, last week started a national drive for the book on 100 stations. Company is using participations, 5 and 15-minute programs from three to six times weekly. Agency is Huber Hoge & Sons, New York.

CONSOLIDATED DRUG Trade Products, Chicago, in mid-April added a six-weekly quarter-hour program of music and patter featuring Charley Hamp, pianist-vocalist, to its current schedule on KPAS, Pasadena, Cal. Firm also sponsors a six-weekly 60 minute evening transcribed musical program on that station. Benson & Dall, Chicago, has the account.

Radio Advertisers

SAVINGS BANKS of New York state, which currently sponsors participations on nine New York stations, on April 19 transferred its thrice-weekly participations on WABC, New York, from Adelaide Hawley's *Woman's Page of the Air* series to six times weekly on Arthur Godfrey's early morning program. Agency is Ruthrauff & Ryan, New York.

AMERICAN DIETAIDS Co., Yonkers, N. Y., starts a test campaign for Souplets on WORK, New York, May 3. Firm will use five participations weekly on Bessie Beatty's women's program. Agency is Small & Seiffer, New York.

W. & J. SLOANE Co., San Francisco (home furnishings) recently started for 52 weeks *This Is Your Home* weekly on KPO, San Francisco. Agency is A. E. Nelson Co., San Francisco.

INTERNATIONAL VARNISH Co., Toronto (paint), has started three-and four-weekly spot announcements on five Canadian stations. Account was placed by A. McKim Ltd., Toronto.

VEGETRATE Co., Los Angeles (Vege-broth, Lax-a-trate, VFI, dehydrated products), on April 22 started using 25 time signals weekly on KGFJ, that city. Contract is for 13 weeks. Firm is using four spot announcements daily on KRKD and plans to expand schedule to include other Southern California stations. Charlie Davis Adv., Los Angeles, has the account.

YAMI YOGURT Co., Los Angeles (dairy product), new to radio, in a test campaign on April 15 started using daily participation in *Art Baker's Notebook* on KFI, that city. Placement is through Erwin, Wasey & Co., Los Angeles.

NEW WORLD ILLUSTRATED, Toronto (monthly picture magazine) has started five-minute transcribed dramatized program weekly on CFRB, Toronto; CFCF, Montreal; CKY, Winnipeg. Account was placed by A. McKim Ltd., Toronto.

E. & S. CURRIE Ltd., Toronto (Tootal Croydon cravats) placed spot campaign on 31 Canadian stations, for Easter and Father's Day promotion. Account was placed by Tandy Adv. Agency, Toronto.

YOUNKER BROS. department store, Des Moines, has completed a year on WHO, and plans to continue a second year. In addition to a general program promoting general store sales, mail order business is promoted with a program called *Jane Wildner—Younker's Store Shopper.*

Barney's Expands on 7 New York Area Stations

BARNEY'S CLOTHES, New York, has substantially increased its schedules on seven New York stations to take advantage of the spring buying period. Effective March 21, additional purchases will continue for 13 to 15 weeks.

The men's clothing store is using six extra five-minute programs weekly on WNEW, New York, and has supplemented its schedule of programs and announcements on WAAT, New York, with 20 additional announcements, making a total of 57. Hans Jacob's thrice-weekly news program on WOV, New York, has also been added. A 50% increase has been effected in announcement schedules on WHOM, Jersey City, and WLIB, Brooklyn, and programs on the latter station have been expanded to the same extent. WMCA's schedule has been augmented to 12 programs and 13 announcements. Agency is Emil Mogul Co., New York.

Book Series Impends

STREET & SMITH Publications, New York, has completed a test campaign for a booklet titled *Earn More Money in the Services.* Test was deemed successful and may lead to a regular campaign but plans have not yet been set. Publishing firm used WINS WMCA WNEW WLIB WPAT WOV WCAU WIP WIND KHJ KFWB. Victor van der Linde Inc., New York, handles the account.

DINA-MITE FOOD Co., Los Angeles (Dina-Meal-breakfast food), on April 12 started sponsoring thrice weekly participation in *Polly Patterson's Pantry* on KFAC, that city. Contract is for 26 weeks. Brisacher, Davis & Van Norden Inc., Los Angeles, has the account.

HASKINS BROS. & Co., Omaha, has added KMMJ, Grand Island, Neb., to stations carrying *News, Views and Interviews,* new show for the Mid-west, with Foster May. Show is now heard on WOW, Omaha, KSO, Des Moines, and KMMJ, Sundays at 1:00 p.m. and on WMT, Cedar Rapids, Ia., Sundays at 6:30 p.m. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.

F. STEPHENS Co., Winnipeg, (paint), has started a daily five-minute transcribed program on a large number of Western Canada stations. Account was placed by Norris-Patterson, Winnipeg.

CALIFORNIA COVERAGE

SUPER-HOOPER*
Nighttime

KMJ	"B"	"C"	"D"	Others
56.7	25.2	14.9	2.0	1.2

6:00 P.M. - 10:30 P.M.—Sun. thru Sat.

* Hooper Station Listening Index Mid-Winter, 1943; Fresno, Calif.

NBC KMJ BASIC
5,000 Watts on 580 Kc.

THE McCLATCHY GROUP

Spartanburg? Yes, I've Heard of It . . .

SURE—but have you heard that this booming South Carolina city is the center of one of the biggest and best markets in the Southeast—the great farming and industrial section of the Piedmont Plateau?

Have you heard that in Spartanburg and adjoining counties alone, nearly half a million people (75% white) annually spend over $100,000,000 in retail stores . . . that industrial payrolls (1941) exceed $52,000,000 . . . that value of farm products (1942) tops $42,000,000?

Yes, the Spartanburg market is big, it's prosperous, and it's growing. And it's all within WSPA's good service area—an area that includes 22 counties, 1,320,302 people, 148,052 radio homes!

Isn't that worth *doing* something about?

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station WSPA 5000 Watts Day 1000 Watts Night
Spartanburg, S. C.
CBS Affiliate • 950 KC • Represented by Hollingbery

Agencies

VICK KNIGHT, executive producer of the Biow Co., now in New York looking over talent for new network programs, returns to Hollywood May 4. During his absence, Harry Spears is handling production of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co., with John Ryder producing the weekly CBS *Take It Or Leave It*, sponsored by Eversharp Inc.

NATE TUFTS, Hollywood radio director of Ruthrauff & Ryan, has been elected a vice-president.

ROBERT P. CRANE, who opened the Pacific Coast offices of Lord & Thomas in 1917 to service the Sunkist account, and who has been in retirement several years, has joined the Los Angeles staff of Foote, Cone & Belding.

ATHERTON SEELEY, of James G. Lamb Co., Philadelphia agency, has joined Gray & Rogers, Philadelphia.

FARAON JAY MOSS, formerly head of his own Hollywood advertising agency and now in the Army, has been promoted to captain and personnel officer and is stationed at McCloskey General Hospital, Temple, Tex.

BERNICE BURNS, formerly with the information section of the Food Distribution Administration's regional office in New York, has joined Kenyon & Eckhardt, New York, as publicity director. Position was formerly held by Ruth Oviatt.

LAWRENCE MILLIGAN, former vice-president in charge of radio of Sherman & Marquette, Chicago, and account executive of Blackett-Sample-Hummert, Chicago, has been commissioned a lieutenant in the Navy and is stationed at U. of Arizona, Tucson.

N. Y. 4As Elect Lennen, Ellis To Top Offices

NEW YORK COUNCIL of the American Assn. of Advertising Agencies, last week announced its newly-elected officers with Philip W. Lennen, president of Lennen & Mitchell, named as chairman of the board.

Sherman K. Ellis, president of Sherman K. Ellis & Co., has been elected vice-chairman; H. B. LeQuatte, president of H. B. LeQuatte, Inc., secretary-treasurer, and the following four agency men were elected to the Council's board of governors; Irwin A. Vladimir, president of Irwin A. Vladimir & Co.; Otto Kleppner, partner of the Kleppner Co.; Henry C. Flower, Jr., vice-president of J. Walter Thompson Co., and S. S. Larmon, president of Young & Rubicam.

LEWIS LODIN has joined the copy staff of Brisacher, Davis & Van Norden. He was formerly with the Joseph Katz Co. and previous to that with Esquire Inc.

RODNEY ERICKSON has left CBS to join the radio department of Foote, Cone & Belding, New York.

JOHN E. CORNWELL, copy chief of Gray & Rogers, Philadelphia since 1931, has resigned. T. Harry Thompson has been appointed in his place.

WARREN P. FEHLMAN ADV. Co., Los Angeles, has moved to 4330 District Blvd., that city. Telephone remains Kimball 9296.

FRANELLE KANE, formerly of Botsford, Constantine & Gardner, Los Angeles, has joined Hillman-Shane-Breyer, that city, as production manager.

Best in the Twin Cities!

BLUE NETWORK STATION

WTCN

MINNEAPOLIS AND ST. PAUL

offering

2 MARKETS FOR THE PRICE OF ONE . . . . . .

Minneapolis & St. Paul . . . With Population Over 800,000

FREE & PETERS, Inc.
National Representatives
New York Chicago
Detroit Atlanta
Los Angeles San Francisco

MR. BROHOLM

A PIONEER in radio advertising, Ray E. Broholm introduced accounts into radio when the medium was in its own covered wagon stage. Today, the recently appointed director of Guenther-Bradford & Co., Chicago, he applies that experience and knowledge to an expanding program of spot radio for several accounts, one of which is Charm Kurl, St. Paul, at present placed on about 40 stations.

A graduate of Denison U., Granville, O., Mr. Broholm was born in Copenhagen, Denmark, of an American mother and a Danish father. He came to this country in his childhood when his parents returned to make their home in the United States.

Mr. Broholm entered advertising indirectly, when he accepted a position as educational secretary of the Minneapolis Y. M. C. A., handling publicity and promotion as well as administrative work for two years. Then came two years in the advertising department of *Wallaces' Farmer*, Des Moines.

In 1922 Mr. Broholm joined the Coolidge Advertising Co., Des Moines, where he advanced in 12 years to account executive and vice president. It was during those years that he secured acceptance by many of his accounts of radio as a bona fide medium. "I had to plead with my accounts even to give radio a trial," he says, "but once they were on the air they realized its potentialities."

In 1934 Mr. Broholm became advertising manager of the American Gas Machine Co., Albert Lea, Minn., a position he held for six years, during which time he developed the wide use of spot radio for the company. He came to Guenther-Bradford, Chicago, last month from WLS, Chicago, where he was continuity director for the past two years.

Mr. Broholm, when his busy schedule gives him time, is a chess player and philatelist. He has one son, Robert, a chemist and a graduate of the U. of Minnesota.

WILBER S. TODMAN, formerly of the CBS program department, has joined Biow Co. in New York to work under Bernard Proktor on production for the Lava and Teel accounts.

William L. Day to Join Foote, Cone & Belding

JOINING Foote, Cone & Belding as of May 1, William L. Day has resigned as a vice-president, director and head of the creative organization of Benton & Bowles. With Foote, Cone & Belding, Mr. Day will serve in the New York office as a senior executive. For more than a decade Mr. Day was a vice-president, director and creative head of the J. Walter Thompson Company.

Mr. Day

Nedicks Baseball

NEDICKS STORES, New York chain of restaurants, sponsors daily dramatizations of major league baseball games on WHN, New York, for the third consecutive year. *Today's Baseball* reconstructs recent games with the aid of sound effects and commentary by Bert Lee, sportscaster. Program started April 21, in the daily 7:15 p. m. period, and will continue for 26 weeks. Agency is Weiss & Geller, New York.

CHICAGO sales office of WOR, New York has moved to larger quarters in the Tribune Tower, 435 North Michigan Ave. and will occupy suite 1605. Telephone Number is Superior 5110.

JAMES HILL, formerly of the radio production department of Knox Reeves Adv., Minneapolis, has joined Schwimmer & Scott Adv. Agency, Chicago, as radio producer and writer.

"When she hears the news on WFDF Flint Michigan, I'll be getting two letters every day."

Du Mont—pioneer and specialist in cathode-ray tube equipment—builds and has already provided several pioneer telecasters with complete studio and transmitting equipment, from camera to transmitting tower.

Du Mont television equipment is distinguished by several innovations and marked advances. The electronic view finder; the camera chain of handy, portable units for studio or remote pickup; perfected synchronizing signal generators that stay in "sync" with minimum attention; improved film pickup and chain, etc.

The Du Mont Synchromatic (flexible) television system permits wide range of scanning standards, which are automatically compensated for by a simplified television receiver of lowered cost. Eliminates obsolescence and other economic drawbacks. The Du Mont "memory" screen permits halving the number of frames without flicker, for finer pictorial detail or for narrowed channel.

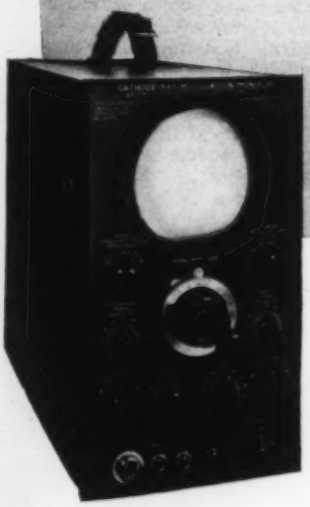
Standard line of large-image television receivers. 14- and 20-inch teletrons. Table and console models. DeLuxe models with all-wave broadcast reception included.

BROADCASTING AIDS . . .

★ In your present broadcasting work, Du Mont can be of immediate aid. Du Mont cathode-ray tubes and Du Mont oscillographs are widely used for engineering, maintenance and operational activities.

Du Mont Type 213-A Modulation Monitor here shown is a "must" in safeguarding today's high broadcasting standards. Permits monitoring and study of radio-frequency transmissions. Contains own resonant circuit tuned to transmitter frequency and coupled by means of low-impedance link to source of modulated radio frequency. Modulated envelope or trapezoidal modulation patterns. Tune circuit frequency range of from 400 kc. to beyond 40 mc. per second.

Also standard Du Mont oscillographs meeting every need. Special equipment developed and built for unusual requirements.



CONSULT US ON TELEVISION . . .

A cordial invitation . .

to BROADCASTERS, ADVERTISERS and AGENCIES . . .

★ Without the slightest obligation on your part, Du Mont invites you to join in the pioneering of telecasting.

Through the operation of its television station W2XWV in New York City, Du Mont is amassing an invaluable fund of first-hand experience not only in engineering, not only with scheduled entertainment programs, but also in the training of television personnel.

And now Du Mont invites broadcasters, advertisers and advertising agencies to join W2XWV in evolving the eventual television advertising medium. This is a good time to practice, to learn, to prepare for the post-war television boom, *at no cost* for station facilities.

Television is far simpler, much less expensive, and nearer to the commercial stage than most people realize. We believe you will be delightfully surprised at what we can show you. Make it a point to visit our studio and station, by appointment. Or write for further details.

DUMONT

ALLEN B. DU MONT LABORATORIES, Inc.
Passaic · New Jersey
Cable Address: Wespexlin, New York

Plan for Post-War, Says Jett

(*Continued from page 30*)

Standard Band and FM sets in service. Mr. Howard Rutledge, writing for the *Wall Street Journal* (March 30, 1943), reported only 10,000 such receivers. He also reported: "The television industry stated that within five years after the war ends television stations will be serving all the 140 metropolitan districts of the United States in which live 63,000,000 people, or about half of the country's population." It is thus important that we settle on the proper bands for post-war television while it is still possible to cope with this problem.

Considering the possibilities of color, and the band-widths necessary for maximum picture quality, it is reasonable to expect that some important changes will be made in the present allocation and television standards.

The following are but a few of the many problems to be studied:

(a) Are the present television channels adequate for post-war television?

(b) If additional channels are required, should they be in the same general band as the present channels, or should a new band be allocated?

Will We Have Chains?

(c) Should television chains be established? If so, should the intercommunication facilities be by wire or radio, and should they be operated by each chain or should a common carrier provide this service?

(d) What frequencies should be allocated and technical standards established for local relay and intercity chain service?

(e) Should new television facilities be authorized under existing standards or should further expansion be withheld pending the determination of new standards?

(f) Should more than one set of standards be approved?

Facsimile

(a) Should facilities be provided for facsimile broadcasting?

(b) Should special frequencies be provided or should it be accomplished by multiplex methods?

(c) Should facsimile chain service via radio be provided; if so, should the company operating chain service or a common carrier provide the facilities, and should they be incorporated with other chain broadcasting services utilizing relay stations?

Non-commercial Educational Broadcasting

5. *Non-commercial educational broadcasting:*

(a) Is the present allocation of frequencies (42-43 Mc) adequate for this service?

(b) Should provision be made for state, regional, or nation-wide educational networks via radio?

International Broadcasting

6. *International Broadcasting:* Through contractual arrangements with the licensees of existing international broadcast stations, all operating time of such stations has been purchased by the government until six months after the war. The Government is also sponsoring an increase in international broadcast facilities, both in high-powered transmitters and directional antennas. When these contracts expire, the facilities owned by the Government will be available for purchase by private interests.

International broadcasting has proved its ability to perform three functions: (a) as an instrument of national policy; (b) as a means of promoting international good-will and better understanding; and (c) as a vehicle for commercial programs and for stimulating commercial trade. The use of international broadcasting during the post-war period thus gives rise to programming as well as purely engineering problems.

On the engineering side, the question of frequencies will be a vital problem. Many international arrangements will have to be effected in order to reduce to a minimum interference from international broadcast stations of other countries. Considerable pressure will be exerted to increase the number of channels for international broadcasting. In order to obtain maximum efficiency of international broadcast channels, it will be absolutely necessary to insist upon the use of highly efficient and directional antennas.

Some of the questions to be studied are:

(a) Are the present regulations satisfactory for international broadcasting in the post-war period?

(b) What standards, if any, should be adopted relative to antennas, power, etc.?

(c) Considering the needs of all nations for frequencies for general communication purposes, is it likely that additional frequencies can be allocated for this service?

Many General Problems

7. *General:*

(a) Can we determine the suitability of frequencies for various needs without conducting further field tests? If not, how may we best plan such tests in order that all essential data will be available to post-war planning groups?

(b) What steps, if any, can or should be taken to prevent the distribution of inferior receivers incapable of taking reasonable advantage of service provided, or such as to injure the service?

(c) What changes, if any, should be made in the technical requirements of operators and other related questions?

(d) Should the Commission authorize any major construction pending such time as the future course of radio, and particularly broadcasting, is determined?

Interim Matters

While we are giving priority to war matters and at the same time planning for peace, we must also bear in mind that certain interim regulations, such as the equipment freeze policy, must be kept abreast of the times. Sooner or later it may develop, for example, that certain critical materials and presently occupied manufacturing facilities can be released for the production of civilian equipment before the end of the war. If this should happen, we may suddenly be confronted with applications for new stations or changes in existing stations. Likewise, the standards to be adopted for the design and production of new broadcast receivers would raise many questions. These, of course, are only a few of the many problems which would be presented. It is fairly certain, however, that any relaxation of present policies will be slow and gradual but, even so, we must be prepared to meet such changes just as we hope to be prepared for the later changes which will come with peace.

Signal Corps Order

FIRMS holding War Dept. contracts were warned last week by the Chief Signal Officer, Eastern Signal Service, Philadelphia, that no details of their war production activities should be revealed in filling out Form 42A, for deferment of key men. The Signal Officer advised that the plant's war work should be described only in general terms.

☆ IT IS THE patriotic duty of every printer to keep the presses rolling . . . Printing is needed on a thousand fronts, for a million essential purposes . . . It is used to instruct our Expeditionary Forces on how to treat the natives. It is invaluable as a means of keeping the civilian population of occupied territory in line . . . Printing is equally vital on the home front . . . It is needed by the government, by war industries, and to promote civilian cooperation . . . As **"Printers to Washington** business men," this company has served the community since 1872 and has recognized its obligation to our Nation during many national crises . . . During this national emergency, the Rufus H. Darby PRINTING Company stands four square to the all-out support of the war effort, and complete dedication to the serving of those who are fighting on the home front, as well as those who are fighting on foreign battle fields . . . . . .

RUFUS H. **DARBY PRINTING** COMPANY

WASHINGTON

There it flies
The coveted
Army-Navy "E" . . .

We can't tell you
Very much about
The electronics research
That won it . . .

Such matters are
Wartime secrets . . .

But this we *can* say . . .
In the words of
The Army and Navy
This pennant
Represents
"Great accomplishment
In the production
Of war equipment."

Today
Modern radio equipment
Designed and developed
By the Laboratories Division of
Federal Telephone and Radio Corporation
An I.T.&T. Associate
Is helping Uncle Sam's fighting forces
Work together
On land, sea and in the air . . .

Tomorrow
It will help build
A better world
For every man.

THE LABORATORIES DIVISION OF
Federal Telephone and Radio Corporation
67 Broad Street, New York, N. Y.

AN IT&T ASSOCIATE

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Al. Bland
the popular comedian
in
morn patrol
WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

Retail trade? 378 million in two "home" counties alone!
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

Maintaining Civilian Radio

(*Continued from page 44*)

classification is almost as high. Despite the granting of materials to manufacturers to continue production intended for replacement in home sets, and despite action to allocate tube types among manufacturers to assure more efficient production, shortages developed many months ago and are still, in certain classifications, to be eliminated.

Analysis of these shortages reveals two interesting facts, the correction of which will greatly alleviate the shortage. First, there has been insufficient concentration by manufacturers on the types of tubes most needed for home set replacement service. The tendency has been to devote greatest effort to the production of those tubes which have present characteristics and eccentricities associated with some particular manufacturer. Second, with not all tube manufacturers fabricating all types of tubes having been able to buy types in which their own production has been deficient, distributors and dealers served by any particular manufacturer obviously have not had a complete lines of tubes. Thus the stocks of dealers has not been well rounded. Present studies, including one made through the cooperation of the NAB, show that the foregoing causes are primary reasons for the difficulty.

Remedies at Hand

We have been able to take the necessary steps to change these conditions and remedies are at hand. Manufacturers have recently been requested to give greater attention to the more popular and therefore the more critical types of tubes. They also have been requested to exchange the tubes among themselves. As dealers associated with a given manufacturer find themselves lacking tubes of a type which that manufacturer does not produce, the manufacturer buys from some fabricator who is in production. If manufacturers trade tubes among themselves, smoother distribution will be possible without changing the normal distribution structure of the industry. It would be too much to say that these steps will prove a complete remedy. In fact, there is no single simple remedy for the tube shortage problem.

Last June WPB made a recommendation to the Board of War Communications for a decrease in operating standards of broadcast stations including a reduction in power, hours of operation and other steps. These were made not only for our country but for Latin American and other countries for which the United States has responsibility for supplying radio needs. The adoption of these modifications resulted in power output reduction by 1 db. Nearly five months of operating under these wartime modifications has proved that there has been no material effect in broadcast station coverage. It has also proved that it has been a great help to the war effort. Some time ago there were almost daily requests to the Radio Division from broadcasters for some special assistance in obtaining condensers, resistors or other components. These requests have almost ceased.

However, WPB's program to assure adequate production of all radio receiver components of civilian radio has resulted in standardization thus bringing far greater efficiency in production. Under peacetime manufacture each component is made in a multiplicity of types. For example, more than 400 types of capacitors have been reduced to nine standard units. The effects of this program are salutary for producer, dealer and home set owner. The producer can work more efficiently, the dealer can keep lower inventories, not having to stock a great many odd components, and the consumer can get satisfactory components more easily.

Other Activities

The work of WPB thus far has not been concerned with the transactions between home set owners and the radio service or shop man. The consumer may buy a tube, capacitor, volume control or anything else without telling WPB. He needs no priority or rating beyond the usual one for cash or credit.

Several months ago the Radio Division announced that it was considering distribution of tubes and parts among consumers. The plan now approved is to require that the set owner turn in an old radio tube or worn out part in buying a new.

It is not expected that any or all remedies will work continuously and automatically without further readjustment. Conditions of war preclude such smooth operations. Demands for radio equipment by the Army and Navy will increase continuously, adding to the burden of the manufacturers for some time to come. New steps may be needed to keep broadcast stations and home receivers in repair. What these steps will be cannot be predicted because what changes the prosecution of the war will force on the radio industry are not known. It can be said that broadcasting will be maintained and whatever action is necessaary to insure this will be taken.

Harvard Alumni Elect Gifford

WALTER S. GIFFORD, president of the American Telephone and Telegraph Co., and Harvard '05, was elected president of the Harvard Alumni Assn., last week in Boston. He succeeds Joseph C. Grew, former Ambassador to Japan. Mr. Gifford has just completed the national chairmanship of the American Red Cross War Fund drive.

ARMY-NAVY E was presented formally last week to the Laboratories Division, Federal Telephone & Radio Corp., Newark, last week. Col. Ira H. Treest was principal speaker.

NAVY AIR MEDAL
For Jack Clinton, Missing In Solomons Action

AWARDED the U. S. Navy Air Medal for meritorious achievement during action in the Solomon Islands area, and reported as missing, is Ensign Jack W. Clinton, formerly of the public relations staff of CBS, Hollywood. He joined the Navy in January 1941. The medal was not awarded posthumously, but was sent to his mother until such time as he returns to active service or other information is obtainable. Citation, issued by Secretary of the Navy Frank Knox, for the President, reads in part as follows:

Ens. Clinton

"For meritorious achievement while participating as member of the crew of a Patrol Plane during action against enemy Japanese forces in the Solomon Islands area from August 5 to September 11, 1942. . . . The heroic conduct displayed by Ensign Clinton throughout these actions was in keeping with the highest traditions of the United States Naval Service."

Radio Executives Club

JOHN CORCORAN, news analyst of WFIL, Philadelphia, and Michael MacDougal, internationally known as "The Card Detective" entertained the Radio Executives Club of New York at its weekly luncheon meeting April 21.

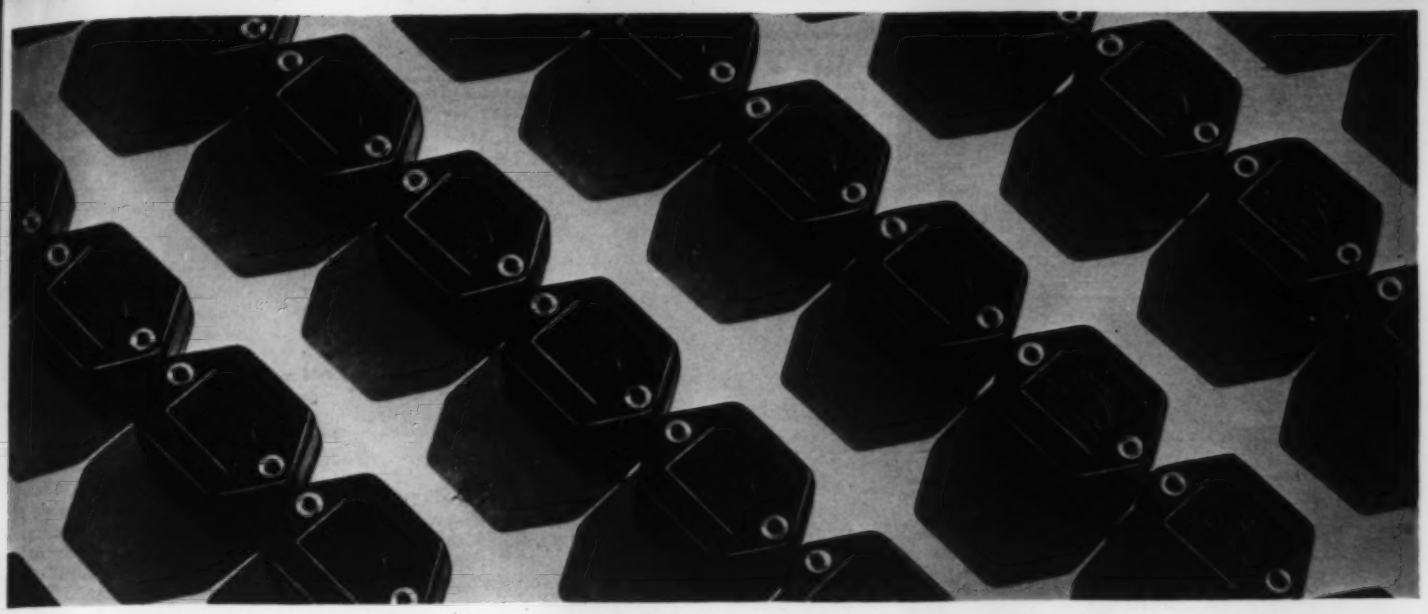
Out-of-town guests included Ben B. Baylor Jr., WMAL, Washington; G. Berry, WENR, Chicago; Richard E. Green, KFPY, Spokane; James Alden Barber, KGVO, Missoula, Mont.; Roger O. Van Duzer, WALB, Albany, Ga.; Jack Wolever Jr., WSIX, Nashville; Flem Evans, WSAZ, Huntington, W. Va.; Howard L. Chernoff, WCHS, Charleston, W. Va.; Hugh Boice, WMBD, Peoria, Ill.; F. Van Konynenburg, WTCN, Minneapolis; and William Dowdell, WLW, Cincinnati.

Capt. Higgins Transferred

CAPT. HUGH M. HIGGINS has been transferred from the Army Air Forces Production Unit at Santa Ana, Cal., to War Dept. headquarters in Washington. He is now liaison officer of the Army Air Forces Group with the Radio Branch of the Bureau of Public Relations. Before entering military service, Capt. Higgins was sales promotion manager for WRC, Washington, from July 1941 to April 1942, coming to Washington from a promotion job with Creighton U., Omaha.

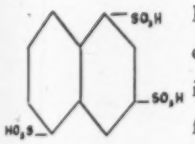
Richfield's 13th Year

RICHFIELD OIL Co., Los Angeles, with April 21 broadcast started its 13th consecutive year as sponsor of the six-weekly *Richfield Reporter* with John Wald on 6 NBC Pacific stations, Sunday through Friday, 10-10:15 p.m. (PWT), and 4 NBC Arizona stations, Sunday through Friday, 9:30-9:45 p.m. (PWT). Wayne Miller has been editor-in-chief for the past eight years. Hixson-O'Donnell Adv. Inc., Los Angeles, has the account.



THE FORMULA FOR A BETTER PRODUCT...

Cornell Dubilier Capacitors!



In chemistry, the key to the qualities of a compound lie in the molecular structure of its components. In radio, too, the formula for a better product is in the quality of the components used. That is why many of the leading manufacturers of radio equipment specify C-D Capacitors. These manufacturers know and recognize the importance of reliable capacitors. You too, can insure the dependable performance of your equipment by specifying C-D capacitors for your manufacturing requirements. Our engineers will be glad to cooperate with you on applications involving the use of capacitors. Cornell Dubilier Electric Corporation, South Plainfield, N. J

Moulded Mica Transmitter Capacitors

Used in power amplifiers and low-power transmitters principally for r.f. by-passing, grid and plate blocking applications, the Cornell Dubilier Type 9 Moulded Mica Capacitor offers these features — typical of all C-D Molded Mica Capacitors:

Special C-D impregnation process, results in a capacitor of extreme stability, high insulation resistance, and impervious to excessive temperature and humidity conditions.

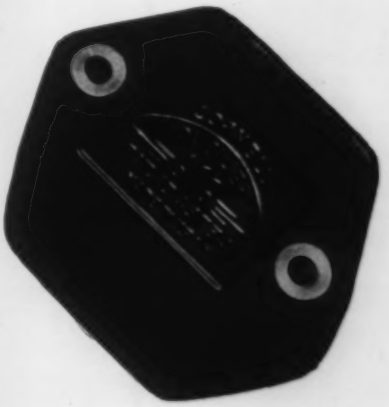
Careful selection of gauged mica, providing a unit of higher breakdown voltage and low power-factor.

No magnetic materials used in construction, reducing losses at all frequencies.

Moulded in Bakelite, producing a mechanically-strong well-insulated capacitor of increased moisture resistance.

Short, heavy terminals result in reduced r.f. and contact resistance. Also available with small mounting insulators.

Cornell-Dubilier Type 9 Capacitors are available in a wide range of capacities in three important voltage ratings. For further information send for Catalog No. 160-T



more in use today than any other make

Cornell Dubilier Capacitors

MICA · PAPER · DYKANOL · WET and DRY ELECTROLYTICS

Newkirk Injured

VAN C.NEWKIRK, program director of Don Lee Broadcasting System, Hollywood, has returned to his desk after being confined home for a week with second degree burns and other injuries sustained when his speedboat exploded April 17. Dexter Haymond, son of Carl Haymond, manager of Pacific Broadcasting Co., Tacoma, who was with Newkirk, received slight burns. The boat was destroyed.

AT A RECENT AFM executive board meeting, the union voted to withdraw from the Canadian Trades & Labor Congress when it was reported that "Brother Arthur Dowell was hooted down and declared out of order" as he objected to the presence of a children's orchestra at a Labor Congress meeting in Winnipeg. The incident was revealed in the minutes of the Board, published in the current issue of the AFM *International Musician*.

Radio's Biggest News

FULTON LEWIS JR.

sits on top of 7 o'clock

SINCE AMOS 'N ANDY AND EASY ACES HAVE LEFT THE 7 O'CLOCK SPOT

Watch Lewis' Hooper rating soar now that he owns the seven o'clock spot on the dial. Mutual's top newscaster is headed for new glories . . . and greater sales for sponsors.

Wire, phone or write . . . WILLIAM B. DOLPH, WOL, WASHINGTON, D. C. for sponsorship of Fulton Lewis, jr. in your city. He has more sponsors than any other radio personality. Sell him at YOUR one time quarter hour rate per week.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Radio Is Vital

(*Continued from page 50*)

ten this is attributed, and correctly so, to the element of surprise—but this surprise could not have been possible without accurate and continuous information on the enemy. This information generally must go through by radio.

Very seldom do we hear these days of a "land action" or a "sea action." It is always "land and air" action or "sea and air." Often it is land, sea and air action. With such forces there must be great co-ordination for the operation to be successful. For this co-ordination we must depend on our radio.

Pace in Design Rapid

The designer of aircraft radio is faced with the problem of providing the proper facilities in a limited space with minimum weight and often he must utilize antennas not of the best design but controlled by airplane structural limitations. This is an ever developing problem. New designs of radio must keep pace with new designs of aircraft and the various needs which war operations bring out. As the range of fleet aircraft from their ships and bases increases so must the range of the plane's radio but the weight increase must be kept at a minimum.

Airplanes must be provided not only with facilities for communicating back to their parent ship or base but to other airplanes and to other forces which will co-operate in the campaign.

In addition, other features of radio development are given to the planes to increase their effectiveness in war operations. These include radio aids to navigation such as the radio direction finder. We are all familiar with the radio range beacon, the device which really made scheduled commercial airline operations a reality. Our aircraft must be so provided to utilize these and other facilities when they are available. Thus we have radio not only serving its original function of providing rapid communication, but, by its application, providing many safety and navigational aids and in some cases even offensive aids in the operation of our fleet aircraft.

Training All-Important

Once the equipment has been properly designed and furnished to the service, intelligent use of it must be made certain through training of pilots and aircraft radiomen. They must know when to use their facilities and when to obey rigidly "radio silence." Often the success of a mission may be jeopardized by breaking the radio silence just as it may be jeopardized by improperly observing this silence and failing to report vital information. That is the decision which the pilot must make after carefully weighing the question and deciding whether to open up or keep silent.

WORL and WCOP Announce Changes

Lasker New Manager of Both With Armstrong Assistant

GEORGE LASKER, general manager of WORL, Boston, has been appointed general manager of WCOP, Boston, in addition to his present duties, effective April 26. A. N. Armstrong Jr., formerly general manager of WCOP, will become assistant general manager of both stations, as announced by Harold A. LaFount, president of the Atlantic Coast Network and owner of WORL.

These new arrangements, Mr. LaFount said, have been made to conserve manpower and to allow both stations more time to devote to public service. A new program structure also will be set up to include many features helpful to the war effort including innovations in bond selling, Red Cross programs and cooperation with the OWI.

Mr. Lasker has been general manager of WORL since 1939, joining that station from WPEN, Philadelphia. He is the originator of the "Kilocycle Club" idea, which has been widely copied by many stations throughout the country. Mr. Armstrong, with WCOP for two years, was formerly with WIBW, Topeka, and previously with the Katz Agency, Chicago.

West Allis Denied

THE FCC took final action April 20 denying the petition of West Allis Broadcasting Co., West Allis, Wis., for a new standard broadcast station. Original hearing on the application for 1480 kc., 250 watts, daytime only, was held August 28, 1941, and a further hearing on April 30, 1942. Although contracts, contingent on the grant of the application, had been entered into with manufacturers, dealers and individuals for the acquisition of material and equipment necessary to construct the proposed station, the Commission held that the application should not be granted in view of the April 27, 1942, order for the conservation of materials and services of skilled persons.

Benny to Tour Camps

BESIDES laying plans for another tour of Army camps during annual summer hiatus of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape-Nuts Flakes), the star and his wife, Mary Livingstone, anticipate an overseas entertainment assignment by USO Camp Shows. Half-hour series ends its season May 30 and returns after an 18-week lay-off on Oct. 3. No summer replacement program has been announced as yet. Agency is Young & Rubicam, New York.

ANDY LOTSHAW Corp., Chicago (Gorjus and Lotshaw Body Rub), has started a quarter-hour Saturday afternoon musical program on WBBM, Chicago, titled *A Guitar and a Girl*. The program features the Les Paul Trio and Mary Ann Mercer, and was placed for 52 weeks by Arthur Meyerhoff & Co., Chicago.

HOW MANY GUNS does a Flying Fortress need? The answer is, she needs enough to give her complete coverage from all angles. And has she got 'em? You bet she has! It's the same with radio coverage on the Pacific Coast. To get complete coverage you need a network that can direct your fire power to *all* the targets from *all* angles. You need the *only* network that can hit *all* the markets every time . . . Don Lee. Most of the markets on the Pacific Coast are surrounded by high mountains (5,000 to 15,000 feet). Long-range broadcasting is unreliable. With 33 stations, Don Lee releases your message at *point blank* range. More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station. If your radio message is important enough for *all* the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Press-Radio Group Votes to Continue

Unanimously Decides to 'Remain on Alert Indefinitely'

UNANIMOUS vote to continue the Newspaper-Radio Committee indefinitely was given by the approximately 125 publisher-broadcasters attending a meeting of the Committee held last Tuesday afternoon at the Waldorf-Astoria Hotel, New York. The group gave a rising vote of thanks to Harold V. Hough of the *Fort-Worth Star-Telegram*, operator of WBAP and co-owner of KGKO, for his able leadership of both the full Committee and the nine-man steering committee which has directed the NRC activities.

Organized two years ago with the purpose of protecting the radio interests of newspaper publishers and representing them during the FCC investigation of the whole subject of newspaper-ownership, the NRC is determined to "remain on the alert indefinitely until the newspaper-radio situation is settled and settled satisfactorily," Mr. Hough stated following the meeting. The organization has no immediate plans for any specific action, he said, but will continue to maintain an attitude of vigilance on all matters affecting the interests of the group.

Steering committee was authorized to appoint three new members to fill the vacancies left by the resignations of Gardner Cowles, Jr., *Des Moines Register and Tribune* (KSO, KRNT, WMT, WNAX), who is now director of domestic operations of the OWI; Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPS, WCPO), now on duty with the Navy, and Guy C. Hamilton, who has resigned from the McClatchy Newspapers (KFBK, KMJ, KWG, KERN, KOH). Remaining members of the steering committee discussed the selection of new members in a special session following the close of the general meeting and it is expected that the new steering committee members will be announced within a few days.

MR. HOUGH

Decision to continue the NRC as an active association was made following reports by Chairman Hough and by Sydney M. Kaye, who continues as counsel for the group. Judge Thomas D. Thatcher, formerly head of NRC counsel, resigned from that post following his acceptance of public office as chief corporation counsel of the City of New York. The NRC New York offices at 370 Lexington Ave. will also be continued.

Present members of the NRC steering committee, in addition to Chairman Hough, include Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Col. Harry M. Ayers, *Anniston* (Ala.) *Star* (WHMA); H. Dean Fitzer, *Kansas City Star* (WDAF); A. H. Kirchhofer, *Buffalo Evening News* (WBEN); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK).

Radio Contributes

The NRC meeting was set to coincide with the annual meetings of the Associated Press and the American Newspaper Publishers' Assn. at the Waldorf-Astoria last week. AP meeting on Monday was a quiet session, with no resolutions and almost no discussion from the floor.

Radio was mentioned only in the report of the board of directors, which pointed out that Press Association, AP subsidiary, "in the operation of the newscast wire, which now serves more than 300 radio stations, continued to make an increasing contribution toward the cost of news collection and to keep the name of the Associated Press before the radio audience."

Five directors of AP were elected for three-year terms: Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); E. K. Gaylord, *Oklahoma City Oklahoman* (WKY, KLZ, KVOR); James E. Chappell, *Birmingham* (Ala.) *Age Herald* (WSGN); J. R. Knowland, *Oakland* (Cal.) *Tribune* (KLX; Arthur Hays Sulzberger, *New York Times*. O. S. Warden, *Great Falls* (Mont.) *Tribune* (KFBB), was elected to represent members from cities of less than 50,000 population. Roy Roberts, *Kansas City Times* (WDAF), was elected to fill the vacancy caused by the death of George B. Longan of the *Kansas City Star*, sister paper of the *Times*, for the balance of the term expiring in April, 1945.

At a meeting of the AP board, Robert McClean, *Philadelphia Bulletin*, was re-elected president of the Association. Mr. Bellamy was elected first vice-president, and Houston Harte, *San Angelo* (Tex.) *Standard* (KGKL KRBC KBST K2IS), second vice-president. Lloyd Stratton, formerly assistant secretary, was elected secretary, a post formerly held by the AP's general manager, Kent Cooper. Board broadened Mr. Cooper's duties by naming him executive director as well as general manager of the association. Board also designated Frank B. Noyes, *Washington Star* (WMAL), honorary president of AP, of which he was one of the founders, president from 1900 to 1933 and currently a director.

Linwood I. Noyes, *Ironwood* (Mich.) *Globe*, last year's vice-president, was elected president of the ANPA for the coming year. Other officers elected are: W. G. Chandler, Scripps-Howard Newspapers (WMC, WNOX, WMPS, WCPO), vice-president; Norman Chandler, *Los Angeles Times*, secretary, and E. S. Friendly, *New York Sun*, treasurer.

As retiring president, Walter M. Dear, *Jersey City Journal*, was automatically elected a member of the ASPA board of directors for a two-year term, with the following directors re-elected for similar terms: David W. Howe, *Burlington* (Vt.) *Free Press*; F. I. Ker, *Hamilton* (Ont. Canada) *Spectator*; W. E. McFarlane, *Chicago Tribune* (WGN), W. F. Schmick, *Baltimore Sun*.

Directors elected last year and remaining on the board until 1944 are: George C. Biggers, *Atlanta*

(*Continued on page 110*)

Just a reminder that you want to see

RAMBEAU

360 North Michigan Ave.

or at

The Palmer House

Federal Paid Ad Opposed By ANP

Pres. Dear at Convention Says Move "Smacks of Subsidy"

THE TIDAL wave of opposition to proposed Government advertising in small newspapers because of their economic plight gathered new momentum last week with the declaration by Walter M. Dear, president of the American Newspaper Publishers Assn., at its annual convention in New York, that such a move "smacks of subsidy". He referred particularly to the Bankhead proposal for an appropriation of 25 to 30 million dollars for newspaper space to promote Treasury bond sales.

Mr. Dear's comments followed the expression the preceding week by OWI Chief Elmer Davis [BROADCASTING, April 19] that his organization has always been and continues to be opposed to Government paid advertising, whatever its nature.

Bankhead Is Silent

Meanwhile, Senator Bankhead (D-Ala.) has made no further statement regarding his project for introduction of legislation and has not decided whether radio would be included. A fortnight ago he indicated the measure would be introduced promptly and that it would pertain only to newspaper space, with half of the fund earmarked for small newspapers.

In his annual report to ANPA last Wednesday, Mr. Dear commented: "We readily admit that the basic principle of advertising is just as applicable and will be equally as effective for the Government as experience has proven it to be. However, Government advertising must be safeguarded from political influence and directed by independent advertising experts who have demonstrated their ability and the confidence in which they are held by the newspapers. This confidence has been built up by the honorable and businesslike handling of the trust imposed in the expenditure of private funds. There would be no reason to believe that these gentlemen would be any less scrupulous in the proper handling of Government monies.

Sound Policy

"This may sound Utopian but in our judgment it is the only fundamentally sound basis on which Government advertising can operate. Apparently before such an advertising campaign can be undertaken with any degree of dignity and general acceptance, newspapers must learn to regard Government advertising as falling in the same category as a commercial advertising campaign by adhering to the resolution adopted last year. Unfortunately, such a realistic approach does not seem imminent."

★ ALABAMA

WMSL	WMOB	WJHO	
WAGF	WCOV	WHBB	
WJBY	WSFA	WJRD	
WALA	WLAY		

★ ARIZONA

KTAR	KGLU	KVOA
KYCA	KTUC	KYUM

★ ARKANSAS

KFFA	KGHI	KOTN
KTHS	KLRA	KUOA
KARK		

★ CALIFORNIA

KFI	KPRO	KQW
KFVD	KFBK	KVEC
KGFJ	KROY	KVOE
KHJ	KFXM	KDB
KMTR	KFMB	KTMS
KNX	KFSD	KGDM
KMYC	KGB	KWG
KYOS	KFRC	KTKC
KTRB	KGO	KHUB
KDON	KJBS	K45LA
KLS	KPO	W6XYZ
KROW	KSAN	W6XLA
KPAS	KSFO	KGEI
KWKW	KYA	KWID
KVCV		

★ COLORADO

KMYR	KIUP	KFKA	
KOA	KFXJ	KGHF	
KVOD			

★ CONNECTICUT

WTIC	WNLC	WBRY	
WNBC	WSRR	W53H	
WELI	WATR	W65H	

★ DELAWARE

WILM	

★ DISTRICT OF COLUMBIA

WMAL	WRC	WWDC	
WOL			

★ FLORIDA

WPDQ	WTMC	WSUN	
WLAK	WDBO	WTSP	
WWPG	WLOF	WTAL	
WIOD	WDLP	WDAE	
WQAM	WCOA	WFLA	
WKAT	WFOY	WJNO	

★ GEORGIA

WGAC	WGGA	WTOC	
WRDW	WKEU	WPAX	
WMOG	WLAG	WRLC	
WGAA	WBML	WGOV	
WRBL	WMAZ	WAYX	
WMJM	WMGA	WDAK	
WBLJ	WRGA		

★ IDAHO

KFXD	KSEI	KTFI	

★ ILLINOIS

WGN	WGIL	WHBF	
WJJD	WEBQ	WCBS	
WLS	WJPF	WTAX	
WMAQ	WLDS	WDZ	
WSBC	WCLS	W59C	
WHFC	WMBD	W67C	
WDAN	WTAD	W9XBK	
WSOY	WROK	W9XBT	

★ INDIANA

WOWO	WIRE	WBOW	
WIND	WKMO	WAOV	
WFBM	WLBC	W45V	
WIBC	WSBT	W49FW	
WISH			

★ IOWA

KSO	KFJB	KSCJ	
WHO	KGLO	KTRI	
KDTH	KBIZ	KICD	
WKBB	KMA	KXEL	
KVFD			

★ KANSAS

KVGB	KOAM	KANS	
KWBW	KSAL	KFH	
KCKN	WIBW	KFBI	
WREN			

★ KENTUCKY

WCMI	WSON	WAVE	WINN
WLBJ	WHOP	WGRC	WOMI
WHLN	WLAP	WHAS	WPAD

★ LOUISIANA

KALB	KPLC	WNOE	KRMD
WJBO	KMLB	WSMB	KTBS
KVOL	WDSU	WWL	KWKH

★ MAINE

WRDO	WCOU	WCSH	WGAN
WLBZ			

★ MARYLAND

WBAL	WCBM	WITH	WJEJ
WCAO	WFBR	WTBO	WBOC

★ MASSACHUSETTS

WBZ-	WORL	WLLH	WAAB
WBZA	WSAR	WNBH	WORC
WCOP	WEIM	WBRK	WTAG
WEEI	WHAI	WMAS	WBOS
WHDH	WHYN	WSPR	W43B
WMEX	WLAW	WOCB	W67B
WNAC			

★ MICHIGAN

WELL	WXYZ	WJMS	WCAR
WBCM	WDBC	WIBM	WHLS
WHDF	WFDF	WKZO	WSAM
WJBK	WLAV	WJIM	WSOO
WJR	WOOD-	WDMJ	WTCM
WWJ	WASH	WKBZ	W45D

★ MINNESOTA

KATE	WCCO	KVOX	WMIN
KDAL	WDGY	KROC	WHLB
WEBC	WLOL	KFAM	KWNO
WMFG	WTCN	KSTP	KWLM
KYSM			

★ MISSISSIPPI

WCBI	WJDX	WAML	WCOC
WJPR	WSLI	WSKB	WQBC
WFOR			

★ MISSOURI

KFVS	KMBC	KMOX	KGBX
KFRU	WDAF	KSD	KWTO
KHMO	WHB	KXOK	KTTS
KWOS	KWOC	WEW	K49KC
KCMO	KFEQ	WIL	

★ MONTANA

KGHL	KGIR	KPFA	KRJF
KRBM	KFBB	KGEZ	KGVO

★ NEBRASKA

KORN	KFAB	KGNF	KOWH
KMMJ	KFOR	KBON	WOW
KHAS	WJAG	KOIL	KGKY
KGFW			

★ NEVADA

KOH	KENO

★ NEW HAMPSHIRE

WKNE	WFEA	WHEB	W39B
WLNH	WMUR		

★ NEW JERSEY

WBAB	WHOM	WPAT	WTNJ
WAAT	WJTN	WWRL	WATN
WKNY	WHLD	WWNY	WGEO
WALL	WSLB	WFAS	WRGB
WGNY	WHDL	WCBX	W47A
WABC	WMFF	WCDA	W2XOY
WBYN	WKIP	WCRC	

★ NEW MEXICO

KGGM	KICA	KFUN	KVSF
KOB	KWEW	KGFL	KTNM
KAVE			

★ NEW YORK

WABY	WBNX	WHEC	WNBI
WOKO	WEAF	WHAM	WNBT
WMBO	WHN	WNBZ	WRCA
WNBF	WINS	WGY	W71NY
WBEN	WJZ	WSNY	W75NY
WEBR	WLIB	WFBL	W10XKT
WGR	WMCA	WOLF	W2XWG
WKBW	WNEW	WSYR	W2XWV
WENY	WOR	WAGE	W3XWT
WGBB	WOV	WTRY	W2XVT
WHCU	WQXR	WIBX	W51R

★ NORTH CAROLINA

WISE	WCNC	WHKY	WSTP
WWNC	WFNC	WMFR	WRRF
WBBB	WGNC	WHIT	WMFD
WAYS	WGBR	WPTF	WGTM
WBT	WBIG	WRAL	WAIR
WSOC	WGBG	WCBT	WSJS
WDNC	WGTC	WEED	W41MM

★ NORTH DAKOTA

KFYR	WDAY	KGCU	KLPM
KDLR	KSJB		

★ OHIO

WADC	WSAI	WHIO	WSTB
WAKR	WCLE	WING	WSPD
WJW	WGAR	WFIN	WTOL
WICA	WHK	WLOK	WRRN
WHBC	WTAM	WMAN	WFMJ
WCKY	WBNS	WMRN	WKBN
WCPO	WCOL	WPAY	WHIZ
WKRC	WHKC	WIZE	W45CM
WLW			

★ OKLAHOMA

KADA	KBIX	KTOK	KOME
KVSO	KOCY	WKY	KTUL
KCRC	KOMA	KGFF	KVOO

★ OREGON

KWIL	KUIN	KWRC	KXL
KAST	KFJI	KALE	KRNR
KBKR	KLBM	KEX	KSLM
KBND	KOOS	KGW	KODL
KORE	KMED	KOIN	

★ PENNSYLVANIA

WCBA-	WAZL	WPEN	WMBS
WSAN	WJAC	WTEL	WJPA
WFBG	WGAL	KDKA	WBRE
WISR	WMRF	KQV	WRAK
WCED	WKST	WCAE	WORK
WEST	WKPA	WJAS	WSBA
WERC	KYW	WWSW	W49PH
WLEU	WCAU	WEEU	W69PH
WIBG	WDAS	WRAW	W53PH
WHJB	WFIL	WARM	W57PH
WHP	WHAT	WGBI	W75P
WKBO	WIP	WKOK	

★ RHODE ISLAND

WFCI	WEAN	WJAR	WPRO

★ SOUTH CAROLINA

WAIM	WCOS	WFBC	WORD
WCSC	WIS	WMRC	WSPA
WTMA	WOLS	WCRS	WFIG

★ SOUTH DAKOTA

KABR	KELO	KSOO	WNAX
KOBH			

★ TENNESSEE

WOPI	WHUB	WNOX	WREC
WAPO	WTJS	WROL	WLAC
WDEF	WJHL	WHBQ	WSIX
WDOD	WKPT	WMC	WSM
WJZM	WBIR	WMPS	

★ TEXAS

KRBC	KSKY	KOCA	KMAC
KFDA	WFAA	KPAB	KONO
KGNC	WRR	KFRO	KTSA
KNOW	KROD	KFYO	WOAI
KTBC	KTSM	KRBA	KRRV
KFDM	KFJZ	KRLH	KTEM
KRIC	KGKO	KNET	KCMC
KBST	WBAP	KPDN	KGKB
KBWD	KLUF	KPLT	KVWC
KEYS	KGBS	KIUN	WACO
KRIS	KPRC	KPAC	KRGV
KAND	KTRH	KGKL	KWFT
KRLD	KXYZ	KABC	

★ UTAH

KVNU	KEUB	KDYL	KUTA
KLO	KOVO	KSL	

★ VERMONT

WCAX	WSYB

★ VIRGINIA

WCHV	WSVA	WTAR	WDBJ
WJMA	WLVA	WMBG	WSLS
WBTM	WMVA	WRNL	WLPM
WFVA	WGH	WRVA	WINC

★ WASHINGTON

KXRO	KOL	KFIO	KVAN
KVOS	KOMO	KFPY	KUJ
KIRO	KRSC	KGA	KPQ
KJR	KXA	KHQ	

★ WEST VIRGINIA

WJLS	WBLK	WLOG	WBRW
WHIS	WMMN	WAJR	WKWK
WCHS	WSAZ	WPAR	WWVA
WGKV			

★ WISCONSIN

WHBY	WCLO	WISN	WHBL
WATW	WKBH	WTMJ	WDSM
WEAU	WIBA	WOSH	WSAU
KFIZ	WEMP	WRJN	W33M
WTAQ			

★ WYOMING

KDFN	KPOW	KVRS	KWYO

TERRITORIES AND POSSESSIONS

★ HAWAII

KHBC	KGMB	KGU	KTOH

★ ALASKA

KINY	KTKN

★ PUERTO RICO

WPAB	WKAQ	WNEL	WIAC

NETWORKS

Arizona Broadcasting Co.
Arizona Network
Atlantic Coast Network
Blue Network Co., Inc.
Columbia Broadcasting System
Don Lee Broadcasting System
Golden West Network
Intermountain Network
KOIN Network
Lone Star Chain
Michigan Radio Network
Mutual Broadcasting System
National Broadcasting Company
Texas Quality Network
Texas State Network
Yankee Network

WMBD

THE ONE MEDIUM THAT BLANKETS THE PEORIAREA

★ A RICH MARKET FOR *right now!*

★ A RICH MARKET FOR *after the war!*

Peoriarea's diversification of industry and agriculture makes it a top market through good times and bad. Industries here have war orders — but not in such volume that upsetting economic reaction will follow peace. And — WMBD is the ONE medium that blankets Peoriarea! Check the figures below — write for further information.

CONLAN SURVEY

36,955 Calls

MORNING LISTENERS

WMBD	65.5%
Station A	11.0%
Station B	5.7%
Station C	9.1%
Station D	3.8%
All Others	4.9%

AFTERNOON LISTENERS

50.7%	WMBD
18.2%	Station A
8.4%	Station B
10.8%	Station C
3.9%	Station D
8.0%	All Others

EVENING LISTENERS

WMBD	41.2%
Station A	32.4%
Station B	8.6%
Station C	10.2%
Station D	4.5%
All Others	3.1%

AVERAGE SURVEY

52.5%	WMBD
20.5%	Station A
7.6%	Station B
10.0%	Station C
4.1%	Station D
5.3%	All Others

PEORIA BROADCASTING CO.

Alliance Life Bldg. Peoria, Illinois

FREE & PETERS, INC.
Exclusive National Representatives

WMBD is a member of CBS

Press-Radio Group to Continue

(*Continued from page 108*)

Journal (WSB); Howard Davis, *New York Herald Tribune;* Ted Dealey, *Dallas News,* (WFAA-KGKO); J. L. Stackhouse, *Easton* (Pa.) *Express;* S. R. Winch, *Portland* (Ore.) *Journal* (KALE, KOIN).

War Is Topic

War and the problems of newspaper publishing resulting therefrom were the main topics of discussion at both the AP and the ANPA sessions, the latter beginning on Tuesday and continuing through Thursday, culminating in the annual dinner of the ANPA Bureau of Advertising dinner Thursday evening. Speakers were six members of the armed forces who related their experiences on battle fronts around the world. A group of 35 heroes, holders of high military honors and many wounded in action, were guests of honor at the Banshee luncheon Tuesday, entertainment high spot of the week.

Heroes of press and radio, American war correspondents, were also honored by the AP and ANPA, each standing in silence a moment in tribute to the 14 representatives of press and radio who have died in line of duty in World War II. When Kent Cooper, general manager of AP, called for this tribute at the association's luncheon on Monday, the AP wires throughout the nation were simultaneously silenced for 30 seconds.

Wednesday afternoon session of the ANPA, conducted under the auspices of the Bureau of Advertising, with Frank E. Tripp, Gannett Newspapers, chairman of the Bureau, presiding, was devoted to the subject of wartime advertising, chiefly the increase of institutional advertising and of government advertising underwritten by commercial companies. Chester La Roche, chairman of the Advertising Council, said: "Just as conversion of plants was the first war contribution of business, the conversion of advertising is its second. If you are proud of what business is doing, you have a right to be. This is the new competition — to see who can do the most for America."

Local Institutional

Pointing out that this war-born institutional advertising can be local as well as national, affording a source of business for the individual newspaper (or radio station), William A. Thomson, director of the Bureau said: "The logical audience for any institutional advertiser to address first is the population of the section in which he operates. And that includes the workers in his own plant—probably the most important percentage of his entire audience.

"Every city where at least one smoking chimney denotes a plant in operation offers one prospect for a consistent campaign of institutional advertising," Mr. Thomson continued. "Rarely do you find a plant that has not got an interesting, and often dramatic, story of war achievements, constructive contributions to the community or mutual problems to discuss with the public. Rarely do you find a manufacturer who forgets that the public has long been schooled to believe that industry's permanent abode is the dog-house. Seldom is an industrialist deaf these days to public opinion. And rarely do you find one indifferent to suggestions for improving his public relations through better public understanding."

Other speakers at this session included Gerard Swope, president, General Electric Co., speaking on "Industry and the Newspapers"; R. W. Brown, president, Lehigh Valley Railroad Co., "Wartime Railroads and Public Opinion"; Frederick Dickinson, Bureau sales manager, "What Do People Think?" and Mr. Tripp, who reviewed the beneficial results of the code adopted by the group in 1942 to make it possible for advertisers to use newspapers without undue pressure from other papers not on their lists.

Scrap Report

Preceding the Bureau session, Richard W. Slocum, *Philadelphia Bulletin,* chairman of the Newspapers' United Scrap Metal Drive Committee, presented a report on the successful completion of the drive to Donald M. Nelson, chairman, War Production Board, who, in accepting the report, awarded official citations to Mr. Slocum and the other members of the committee. Praising all American industry for its cooperation with the Government in every phase of the war effort Mr. Nelson said: "No matter how difficult your problem, if you can state it and put it up to industry, industry will do the job." The ANPA also gave Mr. Slocum a distinguished service plaque.

Convention unanimously adopted a resolution proposed by William Dwight, *Holyoke* (Mass.) *Transcript-Telegram* (WHYN), after pointing out that "various Government agencies have sought to restrict newspapers." It authorizes the appointment of a committee to watch all such developments and "to take such action as in their judgment seems necessary . . . in order that the essential service of the press in support of the war effort shall be maintained."

Hooper to Be Host

C. E. HOOPER Inc. will be host at a breakfast for NAB members in the Crystal room of the Palmer House, Chicago, at 8 a.m., Tuesday, April 27. The following subjects will be covered: Review of recent audience trends, hourly station ratings, code of practice, "ratings" vs. 'coverage," a complete audience survey and uniform station coverage audits—a promise for 1944.

LAPPING DISK, rotating between fixed steel plates, grinds and polishes quartz crystals for Army Walky-Talky sets and other radio equipment. Made of a vinylite plastic, this disk, a product of Carbide & Carbon Chemicals Corp., is believed to be far superior to those made of other materials, being easier to handle and because it gives longer, more satisfactory service without warping, according to William C. Hubbs, manufacturer of lapping disks. Lapping was formerly an exclusive hand operation.

RALPH WENTWORTH IS BMI FIELD CHIEF

RALPH C. WENTWORTH, who has been connected with the War Production Board since his retirement as partner in the transcription firm of Langworth Feature Programs, has joined BMI as field program executive. He will spend most of his time on the road, visiting stations to confer with program and commercial executives on getting the most out of BMI's offerings and also securing their ideas on how BMI can improve its service to the stations.

Mr. Wentworth's activities will be closely coordinated with conferences with station program managers held regularly at BMI headquarters in New York under the direction of Roy L. Harlow, BMI program director. More than 100 station executives have attended the five program conferences held to date, the most recent occurring last Monday and Tuesday. Beginning in May these meetings will be stepped up to twice a month, with the first one scheduled to be held May 10-11.

Beginning his radio career in 1924 as an announcer on WEAF, New York, Mr. Wentworth remained with NBC until 1929, when he transferred his activities to CBS, for whom he organized the network's first artists bureau. In 1925 he and C. O. Langlois organized Langworth Feature Programs, transcription company which specialized in the production of tax free musical discs for the broadcasting industry. Following his retirement in 1941, he has been associated with the Aircraft Production Division of the WPB.

Memorial on Disc

TRANSCRIPTION of "We Will Never Die," memorial to the 2,000,000 Jews killed in Europe, will be heard at the Education by Radio Institute at Columbus this week. Pageant played in Washington recently and recording was made by WINX, Washington, from stage of Constitution Hall.

¡Saludos Amigos!

ALLIED RECORD MFG. CO.

Electrical Transcriptions

1041 NORTH LAS PALMAS AVE.
HOLLYWOOD, CALIFORNIA
HOLLYWOOD 5107

☆

601 EARLE THEATRE BUILDING
WASHINGTON, D. C.
EXECUTIVE 3792

RADIODISC

FULL CBS BOUGHT BY OWENS-ILLINOIS

OWENS-ILLINOIS GLASS Co., Toledo, which has used occasional spot radio in the past, will enter network radio May 10 when it becomes what is probably the first national advertiser to sponsor a 25-minute variety program in the daytime hours five times per week.

Series, as yet untitled, will be heard on the full CBS domestic network in the 4-4:25 p.m. period Monday through Friday. Feature of the program will be talks by Fletcher Wiley on the country's current nutrition and food rationing problems, with all commercials to be of institutional nature.

Music will be supplied by David Broekman's Orchestra with songs by Frank Parker, Eleanor Steber and guest artists. Agency is D'Arcy Adv. Co., New York.

Mullen a Father

FRANK E. MULLEN, vice-president and general manager of NBC, last Friday became the father of a boy, born at Doctor's Hospital, New York. Their first son was born two years ago.

ARTHUR B. CHURCH, owner of KMBC, Kansas City, has been elected a member of the CBS Affiliates advisory board, filling the vacancy occurring when Don Searle, formerly manager of KFAB, Lincoln, and KOIL, Omaha, left these CBS stations to become general manager of KGO, BLUE outlet in San Francisco.

Engineer's Simple Story for Layman Strips 'Electronics' Art of Its Mystery

By W. C. WHITE *
Engineer in Charge
General Electric Electronics Lab.

ELECTRONICS is defined as "the science which deals with the behavior of electrons." Like many definitions, this one is not very helpful and one must go a step further. Recently I saw a definition which I rather liked and which read "electricity freed from the bondage of wires." That, I think, is better because at least it is descriptive and somewhat intriguing.

Mr. White

The electron, of course, is the basic unit of electricity. Just as a drop of water can be considered a sort of basic unit in measuring amounts of water, so the electron is the unit by which we could measure the quantity of electricity. I say "could" because it is not a convenient measure. Again using the drop of water analogy, if we are talking about small amounts of liquids, such as a teaspoonful, it is logical to express the amount by the number of drops. However, when speaking of large amounts of water, such as go over Niagara Falls per hour, it would be absurd to express them by the number of drops.

* Text of talk given on WGY, Schenectady on *Science Forum* program.

Huge Numbers

The same thing is true of electrons. Even the number of electrons that make up the small current used in the filament of a household incandescent lamp is so huge and, therefore, runs into so many significant figures that we don't talk about the electric currents we use in such terms.

However, the electron is a very real thing and its mass and charge were accurately measured by scientists many years ago.

In addition to the extremely small charge it carries, the other unusual property of the electron is the enormous speed at which it can travel under proper conditions; a speed that can approach that of light. Here again, we do not express this speed in such terms as miles per hour because the number of zeros involved after the figure would make it too bulky to use. Instead we speak of the voltage used to accelerate the electrons.

Now, let's go back to the idea of free electrons because that is important. Until scientists created the so-called vacuum tube for these electrons to perform in, they were not free to be moved about as desired and their interesting and useful properties could not be studied and made use of.

Right here, let us bring up the point that the words "electron tube" and "vacuum tube" are used to describe the same device, it being largely a matter of personal preference which term is used.

What goes on inside a high-vacuum electron tube utilizes two basic components. The first is some source of free electrons and the second includes elements so that the motion of the electrons can be definitely guided.

The first we can liken to heating water to the boiling point to liberate steam. Heating a metal red hot liberates electrons from the surface in a somewhat analogous way.

Electrons Are Mobile

Now, if that red-hot piece of metal is inside of a highly evacuated bulb, then this cloud of electrons coming out from the surface is very mobile.

Then comes the second step. You have all noticed that, when a comb becomes charged electrically, it will attract dust and bits of paper. In a somewhat similar way, the liberated cloud of electrons may be caused to move toward a positively charged terminal placed inside the bulb. Therefore, electrons pass from the hot plate, which is called a cathode, to the cold plate, which is called an anode, and the resulting continuous transfer of electrons constitutes a flow of electric current.

If this were all there was to the matter, one might well ask, why all this complication simply to provide a flow of electric current when an ordinary piece of copper wire might seem to accomplish the same purpose? However, this electronic method of conducting electric current offers possibilities of controlling the current in ways that are totally impossible in an ordinary conductor like a piece of wire. This possibility arises from the fact that these electrons may be started, stopped, and deflected very easily. This is done by putting additional electrodes in the tube and operating them at a certain combination of voltages which determines how many of these electrons travel across the space and at what speed and how often they are started and stopped.

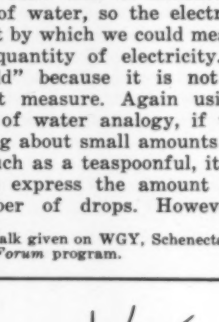
Here again, it is well to remember those two separate steps in this process of electrons moving through a vacuum. The first is getting the electrons out of the metal and the second is getting them across the space to the other electrode. It is only during this second step, their trip across the space, that they are subject to control by additional electrodes.

Current Is Controlled

Because such a huge number of electrons are required to carry an appreciable amount of current and because they move so rapidly, the flow of current through the tube can be subject to variations of an extraordinary degree as regards speed and nature of the variation.

This means that, if a wire carrying a small current is cut and this elementary vacuum tube is inserted in this gap in the circuit, you have great opportunities for unusual control of current in that circuit. When I say, cut the wire and insert the tube, I mean that one of the free ends of the cut wire, the negative one, is connected to the hot-cathode terminal of the tube and the other, the positive, is connected to the cold anode plate.

That in its simplest form is an electron tube in an electrical circuit. During the split second when the electric current in this circuit is in the form of a stream of free electrons leaping across the gap



burning desire to know . . .

45½ hours each week are devoted exclusively to newscasts and commentaries on

WHN

more than any other major independent station in the New York area, *whn* feeds the public's burning desire to know what is happening on the war front, on the home front . . . locally!

50,000 WATTS
1540 Broadway
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Chicago Office:
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Lawrence, Mass.
5000 Watts
680 KC.
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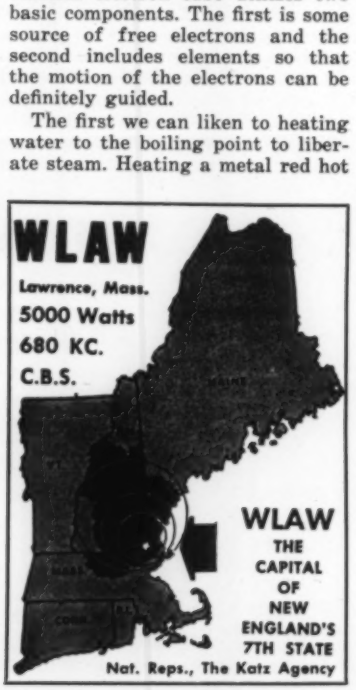

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

through the vacuum of the tube, you can control this current with great speed and accuracy. The control element in the tube is usually like a screen or grid which is placed directly across the stream of electrons.

If to this grid or control electrode a proper voltage is applied, the current through the tube, and thus the current in the circuit, may be varied. The kind of tube used depends on the magnitude of the currents and voltages involved and how fast the control has to be, and it can easily be up to a billion times a second.

It is natural to ask why, year after year, we continue to use electron tubes both in our radio receivers and radio transmitters. Is it not possible to substitute for them other devices that will do the job as well or better? The answer is "no" and will probably continue to be "no" in radio for a very long time to come because electron tubes perform certain functions that just cannot be done in any other way.

Charge Is Small

There are several reasons why electron tubes are the heart of radio equipment. The first of these results from their almost complete independence of electrical frequency. As you well know, many electrical devices are suitable only for use on direct current or only on the one frequency of 60-cycle alternating current. However, as we have seen, an electron tube can function at millions of cycles a second just as well as at 60 cycles. It can do this because the myriads of electrons in the evacuated space inside the bulb can move at such enormous velocities that the frequency range mentioned above is slow compared with the time required for them to move from one electrode to another.

The second reason that electron tubes are unique is their ability to control electrical currents smoothly. Most devices that are used to vary an electric current do it step-by-step. The charge carried by each electron is so exceedingly small that the rhythmic increases and decreases of current to reproduce music or the human voice are easily, accurately, and smoothly accomplished.

The third feature is their ability to control the movement and velocity of the speeding electrons by merely changing the electrical potential of one of the electrodes inside the tube. This requires only a very small amount of electrical power. This is just another way of expressing the well-known fact that electron tubes are amplifiers and can reproduce, at a greatly increased power level, the impulses fed to them.

The fourth feature is their ability to pass current only in one direction or, as it is often expressed, to act as a rectifier.

If one considers electron tubes from the light of these four unique characteristics, it is readily seen why they are so absolutely essential to modern radio. It is because these tubes possess and can utilize simultaneously some or all of these properties. In turn, modern radio needs just these properties. It is easy to understand this when we remember that radio is inherently a science of very high electrical frequencies; that it requires complicated wave forms, and that at the receiver one must pick up the very minute amount of power received from space by a few inches of wire and increase it to a point where the reproduced sound is at a relatively high power level or, as we say, has been greatly amplified.

Electron tubes are now available in an almost bewildering array of kinds and sizes and are now in use for many purposes in addition to radio.

OLD GOLD TO AIR SENATORS' GAMES

P. LORILLARD Co., New York, which has already contracted for the broadcasts on WHN, New York, of the Brooklyn Dodger baseball games and those on WGN, Chicago, of the Chicago White Sox and Chicago Cubs, on April 20 added the Washington Senators to the list, covering all games presented on WOL, Washington. Announcers in Washington are Arch McDonald and Russ Hodges; in Chicago Jack Brickhouse will handle the programs, and on WHN, Red Barber is in charge. Agency handling the Old Gold cigarette account is J. Walter Thompson Co., New York.

EARL MAY OF KMA

Poultry fancier of note, Earl is shown with Sarah, who laid 316 eggs in 1942. Another of his hens, May's Queen, won the Missouri National Egglaying Contest.

One Man's Formula

AGENCY MEN often ask: "Earl, how do you do it? How does KMA, a 5000-watt regional in a small town, out-pull most 50,000-watt metropolitan stations?"

The formula—known to 3 million people in our 151-county primary — is simply: PERSONALIZED SHOWMANSHIP!

For example, KMA devotes 70% of its time to the specific needs of its audience. KMA programs are friendly, informal, sincere. Our announcers are "neighbors" to the people they talk with. We have no big names on our competent staff of 57—we're just "folks" working together to give our audience *personal* service. Earl May in shirt sleeves, and with warm, sincere voice, perfectly expresses what we are and how we work.

No wonder listeners send KMA 524,000 pieces of commercial mail a year! No wonder KMA gets *results* with 7,113 grocers who gross 156 million dollars a year—with 1,685 druggists whose sales exceed $30,900,000—with 1,322,751 farm folks whose income is up 500% over 1932!

Let Earl May give you complete details on how to get *your* share of this big business. Write for your copy of our latest Market Data Brochure.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

★

A Department Store Survey in SAN FRANCISCO would prove

K S F O

IS "THE BUY"

More Leading Department Stores in San Francisco Use KSFO than any other station.

★

As a group Department Stores are Radio's most critical buyers

★

What they buy is definitely a "Safe Buy" for you.

★

in SAN FRANCISCO it's

★ 560 ★ KSFO ★ 560 ★

NAB Directing Tube Inventory To Aid WPB Production Plans

More Than 200 Stations Report Stocks at Dealer Level in Study to Assist Work of McIntosh Unit

BROADCASTERS throughout the country are conducting a fine-tooth survey of civilian replacement tube inventories, it was learned last week, to supply an accurate guide to the WPB Radio Division in scheduling production of tubes for home sets. The study was started at request of WPB and is a NAB project under direction of Arthur Stringer, NAB promotion director.

Stations in all sections have been asked to contact local radio dealers and repairmen to learn the number of sets out of repair for lack of tubes. They also learn types of tubes that dealers are unable to get. Purpose of the completed survey is to show the actual tube situation at the dealer-consumer level.

200 Report

More than 200 stations have already sent in reports, WPB says, and a definite picture of the available tube supply is now shaping up. Supplemented with material already in the hands of the Radio Division, the broadcaster's survey will directly effect scheduling of tubes for maintenance of home sets.

According to the preliminary reports in the hands of the Radio Division, shortages of certain types appear to be uniform throughout the country. Many of these are on the list of 117 "critical" tube types compiled by WPB to meet immediate replacement needs.

If the WPB program is completely carried out, Frank H. McIntosh, chief of the Foreign and Domestic Broadcast Branch, predicts that many of the shortages will soon be overcome. Some of the tube types offer a considerable problem at present, he admits, since despite the fact that they appear on the critical lists, manufacturers consider them "low profit items" and have not placed them on production schedules.

WPB expects that all these types will be in production before long however. It was recalled that late last month, Mr. McIntosh wrote manufacturers, urging immediate efforts to turn out the "low profit items", and to adopt distributing measures to get them into the hands of all dealers [BROADCASTING, April 5].

Big Role Ahead

Under the arrangement now operating between WPB and the tube makers, Mr. McIntosh's office advises on tube types most urgently needed, and arranges their production through meetings with the Industry Advisory Committee and through periodic advisory letters. The NAB survey is expected to play a big role in these schedule adjustments, particularly in the important June meeting of the tube industry when plans will be made for the remainder of the year.

Operations between the Radio Division and tube makers have proceeded on a voluntary basis, but WPB holds important scheduling powers by which it could insure production of scarce tube types. A short time ago, Curtis E. Calder, director general for operations, issued M-293 which says that with respect to a critical component, including radio vacuum tubes, WPB may:

Direct the return or cancellation of any order on the books of manufacturers; direct changes in the delivery or production schedule of manufacturers; allocate orders placed with one manufacturer to another manufacturer; take any other action deemed necessary with respect to the placing of orders for, or the production of critical common components.

ROBERT H. WHITE has been transferred from the sales division of NBC's Cleveland office to the network's general sales office in New York, where he will act as eastern sales representative of the Pacific Coast network. He will continue to cover the Detroit and Cleveland areas.

The successor to soap operas

NEWS-N'-MUSIC

now available on WFIL

PHILADELPHIA

560 KC-Philadelphia's Best Frequency

Too Popular

V-MAIL News, started for the boys at the fighting front six weeks ago by Tom McCarthy, newscaster of WKRC Cincinnati, boomed from an initial printing of 5,000 to a final edition of 20,000. At this point the postmaster informed him that his office was not equipped to handle it. McCarthy is now preparing a miniature newsletter published weekly in the *Cincinnati Times-Star*, which can be clipped and sent by regular mail to boys in the Service.

LOCAL 802 STALLS WBYN AGREEMENT

DISAGREEMENT over a renewal contract between WBYN, Brooklyn, and Local 802 of the American Federation of Musicians has so far resulted in a deadlock, with little apparent possibility of settlement until the union agrees, as the station has, to place the case before the War Labor Board. The station's second one-year contract with Local 802 expired March 31, and trouble arose when the union demanded a 10% increase.

WBYN, according to William Norins, general manager of the station, offered to spend for live musicians a guaranteed annual minimum of $10,000, but refused to comply with union demands for a six-man orchestra. A meeting of the union and the station with Commissioner Charles R. Britton of the U. S. Conciliation Service proved fruitless, after which Com. Britton suggested placing the case before the WLB. WBYN has complied, but the union had not indicated last week whether or not it would agree to such a hearing. The local is picketing WBYN, and has been notifying WBYN advertisers that musicians at the station are on strike, Mr. Norins stated. The musicians were taken out of the station early in April and the station has had to substitute other programs for live music broadcasts.

McClintock to Speak

MILLER McCLINTOCK, MBS president, will address a special dinner of the Controllers Institute of America in Chicago, Tuesday, April 27, at the Chicago Athletic Association.

WHEB, Portsmouth, N. H. has appointed William G. Rambeau Co. as exclusive national representative. Station operates on 750 kc. with 1000 watts.

Never
Have Advertisers Gotten
So Much for So Little

Write for Details

WHKY
HICKORY, N. C

5000 W.D.
1000 W.N.
1290 K.C.

Nat. Rep. Howard H. Wilson Co.

Limited License Is Probationary

Permits Become Permanent On 'Good Behavior'

ESTABLISHING what appeared to be a new legal precedent, the FCC last week authorized issuance of probationary licenses to WDSU, New Orleans, WMIS, Natchez, Miss., and WGRM, Greenwood, Miss., covering a six-month period after which regular licenses will be issued provided no further violation of regulations are reported. The FCC in the past has issued temporary renewals pending investigation.

WDSU, owned by Joseph H. Uhalt, has been operating under temporary renewals for some two years because of purported technical violations in regulations which occurred under the management of P. K. Ewing, then general manager of the station. Mr. Ewing was also licensee of the two Mississippi stations in his own right, and temporary renewals were issued because of technical and other purported violations.

WDSU also had sought a construction permit to authorize an increase in power from 1000 watts to 5000 watts and installation of a new transmitter with directional antenna for day and night use on the 1280 kc. channel. The Commission concluded that the WDSU request to reinstate the construction permit should be held in obeyance until "the expiration of the temporary six-month license and application for renewal of the license is finally issued for the operation of station WDSU."

In its purported findings of facts and conclusions pursuant to issuing the temporary license to the three stations, the Commission continued:

"It appears that public interest would best be served by the issuance of temporary license for a period of six months for the operation of these stations and, if during that period no violations of the law or the Rules and Regulations of the Commission are disclosed, that license on a regular basis should then be issued to them. However, if further violations should be disclosed, the matter should be opened for introduction of evidence on such violations and the cases then finally determined on the enlarged record."

WQXR's AREA coverage map is the center of attention as half of the New York station's time signals—approximately 120 per week—are sold to Gruen Watch Co., New York. On hand at the signing of the 52-week contract are (l to r): Hugh Kendall Boice, vice-president in charge of sales, and Norman S. McGee, assistant v-p in charge of sales of WQXR; C. H. Cottington, radio director, John J. McCarthy, v-p and Gruen Watch account executive, and John Donaldson, Jr., time buyer, all three of McCann-Erickson, New York agency in charge.

FCC DENIES THREE ON FREEZE POLICY

TWO APPLICATIONS for new stations and another seeking an increase in power for an existing station were denied last Wednesday by the FCC pursuant to the "freeze order policy" of April 27 last year, stemming from the scarcity of critical materials.

The actions were taken in proposed findings of fact and conclusions, proposing to deny them without prejudice. In proposed findings of fact and conclusions the Commission announced it would deny the application of WCOP, Boston, for an increase in power from 500 watts to 1000 watts along with changes in directional antenna for nighttime use and transmitter changes.

Also proposed for denial were the application of J. C. Kaynor for a construction permit for a new local station at Ellensburg, Wash., to operate on 1340 kc. with 250 watts full time.

License slated for denial is the application of Beauford H. Jester and associates for a construction permit for a new station at Waco, Texas, on 1230 kc. with 250 watts full time.

Controlling Interest

.... Yours for only 1⅓¢

It takes only a penny and a third to corner the attention of almost every large advertiser or agency in the country.

The other day we prepared an interesting little brochure comparing the costs of reaching the leading advertising and marketing people and showing just who and what you buy with your promotion dollar. Naturally, P. I. shows to good advantage, but the degree to which it excels will amaze you. You probably never imagined that outside of radio, you could reach so many hand-picked prospects at so little a cost.

Free!

"Advertising Prospects and Promotion Dollars"

Drop us a note. We'll send you a copy of this interesting and revealing booklet free of charge and without further obligation.

Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES

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RADIO NETWORKS, STATIONS AND REPRESENTATIVES USING *PRINTERS' INK* DURING THE PAST YEAR

BLUE NETWORK CO., INC
BUFFALO BROADCASTING CO
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
N.B.C. RADIO RECORDING DIV
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC
JOHN BLAIR & CO
KDKA, PITTSBURGH
KECA, LOS ANGELES
KFEL, DENVER
KFI, LOS ANGELES
KJR, SEATTLE
KMBC, KANSAS CITY
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KXOK, ST. LOUIS
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCOP, BOSTON
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WIOD, MIAMI
WJR, DETROIT
WJSV, WASHINGTON
WJZ, NEW YORK
WKBW, BUFFALO
WKZO, KALAMAZOO GRAND RAPIDS
WLAC, NASHVILLE
WLIB, NEW YORK
WLS, CHICAGO
WMAQ, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WQXR, NEW YORK
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAG, WORCESTER
WTAM, CLEVELAND
WTAR, NORFOLK
WTIC, HARTFORD
WTRY, TROY
WWL, NEW ORLEANS

PRINTERS' INK reaches advertisers and agencies, the people who buy radio time

HOOPER

Shows

WHAT KANSAS CITY

Knows!

KCKN

Is 3rd

In Kansas City

Popular music broken only by head-line news bulletins, gives KCKN a DAY-TIME tune-in that hovers close to the two top networks in a metropolitan market of 725,000 people.

KCKN—KANSAS CITY, KAN.

Ellis Atteberry, Gen. Mgr.

Capper Publications

FREC To Conduct Post-War Survey

Executive Committee Votes To Set Up Subcommittee

APPOINTMENT of a subcommittee to study post-war planning in the field of educational broadcasting was authorized by the executive committee of the Federal Radio Education Committee at a meeting April 22 in Washington. Dr. John W. Studebaker, U. S. Commissioner and chairman of the committee of Government and industry representatives, will name a subcommittee for the project, to be announced at a meeting scheduled for June 25, at which agenda also will be drafted.

To further public school use of educational programs, plans were made for distribution of program listings to schools well in advance of broadcasts. In that way, the committee concluded, educational programs can be woven into classroom curricula.

Attendance

Attending the session, in addition to Chairman Studebaker, were George P. Adair, assistant chief engineer, FCC; John Elmer, WCBM, Baltimore; Dabney S. Lancaster, National Council of Chief State School Officers; Harold B. McCarty, National Assn. of Educational Broadcasters; Bruce E. Mahan, National University Extension Assn.; Neville Miller, president, NAB; H. B. Summers, BLUE, New York; Levering Tyson, president, Muhlenberg College; Judith C. Waller, NBC, Chicago. Acting as alternates were Earl C. Gammons, WTOP, Washington, representing Dr. Lyman Bryson, CBS; Tom Slater director of public service programs, WOR, representing Dr. Miller McClintock, MBS president; James E. Cummings, representing Monsignor George Johnson, National Catholic Welfare Conference; and Belmont Farley, representing Willard E. Givens, executive secretary of the National Education Assn.

Also present were Dr. R. R. Lowdermilk, director of the script exchange of the Office of Education; William D. Boutwell, director of information and radio of the Office of Education; and Gertrude G. Broderick, FREC secretary.

Durr Refuses to Answer Query by Garey Seeking Data on His Private Finances

REFUSAL of Commissioner C. J. Durr to answer an interrogatory from Eugene L. Garey, general counsel of the Cox Committee to investigate the FCC, was announced at the Commission last Friday in a press release containing a copy of the April 20 letter from the Committee, and Mr. Durr's reply. The announcement stated that copies of the Durr reply were sent to Speaker Rayburn, Attorney General Biddle and the five members of the Cox Committee.

Following are the text of the letters:

Mr. Garey's Letter

My dear Mr. Commissioner:

Will you be good enough to advise me for the information of the Committee:

1. The name(s) and address(es) of all banks, trust companies or other depositaries employed by you since Jan. 1, 1937, for the deposit of funds and the name(s) in which such account(s) was carried.

2. The source of all funds received by you during such period and whether such funds constituted income or a return of capital.

3. In the event any portion of such funds constituted a return of capital please submit in respect thereof a brief statement of all facts connected therewith.

4. Whether at any time during the period stated you carried funds belonging to you or in which you had or claimed an interest (direct, beneficial or otherwise), with any person, firm, association or corporation, banking or otherwise, other than those institutions named by you in answer to paragraph 1, supra, and whether carried in your own name or otherwise.

5. Whether, during the period stated, you have had any safety deposit box(es) and, if so, state the name(s) and address(es) of the institution from which the same was rented.

6. Whether, during the period stated, you have acquired by purchase or otherwise, any real property, and, if so, state the details thereof.

7. Whether, during the period stated, you have any investment(s) of any kind, and, if so, state the details of such investment(s).

8. Whether, during the period stated, you had acquired or sold any stocks, bonds, or other securities, and, if so, state the details of each such acquisition or sale.

Mr. Durr's Reply

Mr. dear Mr. Garey:

Receipt is acknowledged of your letter of April 20, 1943, in which you ask for the names of all banks in which I may have carried deposits or had safety deposit boxes since Jan. 1, 1937, and the sources of all funds and the nature and circumstances of all investments I may have made during such period.

While I have absolutely nothing to conceal from the Committee, it seems to me that the information you are requesting is of an entirely personal nature unless it is for the purpose of ascertaining whether or not I have been guilty of accepting bribes or of similar misconduct in the performance of my official duties. If you have any information which would lead you to feel that further inquiry along this line is warranted, it is suggested that you refer the matter to the Dept. of Justice.

WELCH, AGENCY HIT ON GRAPEJUICE ADS

DISPARAGEMENT of competing products and false claims in its own advertising are charged in a Federal Trade Commission complaint issued last week against Welch Grape Juice Co., Westfield, N. Y., and H. W. Kastor & Sons, Chicago, their advertising agency. The complaint covers radio continuities, newspaper and periodical copy.

FTC hit directly Welch's claim that its product will effectively reduce fat without "exercise, drugs, without a starvation diet, and when in connection with a sensible diet one may consume as much of the product as desired." The Commission also challenged advertising representing the product as a relief from the laxative habit, asserting "the product itself is a laxative".

Welch's and their agency were charged with unfairly disparaging competing products by falsely representing that Welch's is the only pasteurized grape juice; that it is a general practice of competitors to adulterate and add to their products synthetic flavor, artificial coloring, preservatives, water; that Welch is the only grape juice which may be used with safe results.

WJLS, Beckley, W. Va., will join CBS May 15 as a special supplementary station, available with the basic network. Station operates fulltime, 250 watts on 1240 kc.

1933 **OUR TENTH ANNIVERSARY** 1943

WSM, WJAX, WLAC, WSB and WDOD, three 50,000 watters and two 5,000 watters, comprised our clientele during our first month of operation in April 1933. *Each* has been affiliated continuously since that time. It is something of a record that more than 6,500 *subscribed* measurements have been made for these five stations alone!

WLW—"the Nation's Station"—is justly proud of its engineering accomplishments and of its engineering staff. We are equally proud of the fact that we were selected to serve this station and its sister station WSAI, in 1937. Both have been affiliated continuously since 1937.

KWKH, WAPI, WBT and nearly 100 regional and local stations served regularly, most of them for many years.

EVERY measurement in ten years of operation made personally by the owner of the Service; an outstanding record of personal service. Fine equipment and nearly 30 years of experience, including more than 18 years as radio inspector and supervisor of radio in the government service.

A frequency measurement service of distinction for the discriminating station.

Van Nostrand Radio Engineering Service

339 Leland Terrace, N. E.

Atlanta, Georgia

★★★★★★★★★★★★

Lowest Cost per Listener In the Tri-City Area

TROY - ALBANY-SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station In Eastern New York

Represented by RAYMER

Curtis Buys Blue For Bond Show

Justice Douglas to Speak at Showing of 'Four Freedoms'

USING NETWORK radio for the first time, Curtis Publishing Co., Philadelphia, publishers of the *Saturday Evening Post*, will sponsor a one-time half-hour broadcast on the full BLUE, Monday, April 26, 10:30 p.m. The occasion will be the first showing, in a Washington department store, of Norman Rockwell's original paintings of The Four Freedoms, as illustrated for the *Post*. Program marks the start of a national tour, in which pictures of The Four Freedoms will be displayed in various forms as a war bond promotion exhibit in department stores and other places in over 40 cities.

Titled *Four Freedoms War Bond Show*, the Monday broadcast will present a talk by Justice William O. Douglas, of the U. S. Supreme Court. There will be talks by other government officials and by Mr. Rockwell. Music will be supplied by Leo Reisman's Orchestra. Agency is Macfarland, Aveyard & Co., New York.

Late June Is Set For AFA Meetings

War Conference Will Find Radio In Important Role

ADVERTISING Federation of America will hold a War Advertising Conference in New York in late June to plan intensifying of advertising's part in the war effort. Particular emphasis will be placed on furthuring the work of war advertising committees in local communities throughout the country.

No annual convention of the Federation will be held this year.

Willard D. Egolf, assistant to the president of the NAB and vice-president of AFA, said last week that radio will play an important part on the AFA agenda in June. As chairman of the committee on awards for club achievements, Mr. Egolf said these will be limited entirely to war activities.

"Radio has been used prominently by advertising clubs in furthuring the war effort," Mr. Egolf said.

Feature of the three-day conference at the Waldorf-Astoria will be visual demonstrations of war-time advertising, presented by the OWI, the Advertising Council and national associations representing media.

Gardner Cowles jr., director of domestic operations, OWI, commented in a letter to the Federation in regard to cooperation with government: "I see in this a splendid opportunity for a large-scale demonstration of war-time advertising and by means of conferences with the leaders in the local areas we can consider ways and means of improving our efforts toward the end of speeding the day of victory."

Sweetheart on Coast

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 21 started sponsoring weekly half-hour word game program, Wednesday, 9:30-10 p.m. (PWT). Contract is for 52 weeks. Perry Ward is m.c., with Anne Nagel, featured vocalist. Paul Martin is musical director of the series. Earl Ebi produces, with Gomer Cool, writer. Howard Blake, radio director of Franklin Bruck Adv. Corp., New York, agency servicing the soap account, was in Hollywood to supervise opening of the West Coast program.

'First Nighter' Off

CAMPANA SALES Co., Batavia, Ill., on April 25 ended its seasonal campaign for Italian Balm, discontinuing the Sunday 6-6:30 p.m. *First Nighter* program on Mutual. Company plans to resume the series in the fall, it is understood. Agency is Wallace-Ferry-Hanly Co., Chicago.

NBC, CBS GROUPS AT NAB CONFERENCE

NBC and CBS will both be amply represented at the NAB War Conference in Chicago this week, according to advance lists of delegates released by these networks. CBS delegation from New York includes: William S. Paley, Paul W. Kesten, Frank Stanton, Joseph Ream, H. V. Akerberg, William C. Gittinger, Douglas Coulter, Jan C. Schimek, James Seward, John J. Karol, Edwin K. Cohan, William Schudt Jr., Thomas D. Connolly, Arthur Hull Hayes, Howard Meighan, Charles E. Midgley Jr., George Crandall.

From Los Angeles: D. W. Thornburgh, vice-president; Edwin Buckalew, station relation manager.

From St. Louis: Merle Jones, general manager, KMOX.

From Boston: Harold E. Fellows, general manager, WEEI.

From Charlotte: A. D. Willard Jr., general manager, WBT.

From Minneapolis: Austin E. Joscelyn, general manager, WCCO.

NBC delegates at the convention include: Niles Trammell, Frank E. Mullen, O. B. Hanson, William S. Hedges, A. L. Ashby, C. Lloyd Egner, Frank M. Russell, Clarence Menser, Sherman D. Gregory, Sheldon B. Hickok Jr., Joseph A. McDonald, Paul McCluer, Wm. B. Parsons, Jules Herbuveaux, Frank Chizzini, Judith C. Waller, Vernon H. Pribble, James M. Gaines, Harry C. Kopf, A. W. Kane Jr., R. MacPherson, John E. Elwood, Clarence Moore, Jennings Pierce, George H. Frey.

Thomas for LaRoche

BECAUSE of the illness of Chester LaRoche, chairman of The Advertising Council, Harold B. Thomas, president of the Centaur Co., will participate in the advertising panel scheduled for the NAB War Conference Thursday, April 29. Mr. LaRoche has suffered from a heavy cold for the past fortnight.

Central New England's thriving industrial plants — over four hundred of them —are yielding a huge crop of war equipment and material. And their workers are winning the most coveted blue ribbons on the home front, thirty-one Army-Navy E Awards to date — a number scarcely equalled anywhere for an area of this size.

Nineteen of the twenty Army-Navy E ceremonies broadcast, have been carried by WTAG. Industry thereby acknowledges the outstanding preference of the Central New England radio audience for WTAG.

Sales grow where production and payrolls grow. Here is a fertile market and here is the most potent medium for cultivating it, WTAG.

BASIC COLUMBIA

PAUL H. RAYMER CO.
National Sales Representatives

BERTHA BANNAN Little Bldg. Boston
New England Sales Representative

Associated with the Worcester Telegram-Gazette

WPB Tightens Hold on Radio Equipment in New Order L-265

Tube Rationing Set Up For Civilian Receivers; Broadcasters' Status Remains Unchanged

A REVISED order to govern production and distribution of all electronic equipment including maintainance and repair material for broadcasters and for radio receivers, was issued by the WPB Radio Division Saturday, replacing three limitation orders previously in effect.

The new regulation, L-265, tightens WPB's control over production, and at the same time establishes a "rationing" of tubes and parts which will prevent hoarding, and force dealers to operate on inventories no greater than their present stocks.

Tube Exchange Plan

Although L-265 supercedes L-44, L-44-a, and L-183, all of which have governed production of radio equipment, it will have no actual effect on the procurement problems of broadcasters seeking replacement parts for maintainance and repair. It will, however, affect anyone seeking to buy new equipment, even though it is available from a supplier.

From the consumer's point of view, the order will prevent hoarding of parts and tubes by means of a "tube for tube" or "part for part" exchange, similar to the tooth-paste tube exchange. Dealers are expected to get used parts from customers except when this is impractical. In those instances the customer may use a "Certificate Distribution Plan" to certify that the part or tube is for repair of equipment which he owns and operates.

Three sections of the order state: No manufacturer may make electronic equipment except for preferred orders or under the Controlled Materials Plan;

No manufacturer or supplier, other than the Defense Supplies Corp., shall transfer electronic equipment to a consumer except to fill preferred orders, orders having preference ratings of A-1-a, or orders when the consumer delivers concurrent with the transaction, a used, defective, or exhausted part of similar kind which cannot be repaired or reconditioned. When this is impractical, a certificate may be accepted;

No producer or supplier shall transfer electronic equipment to a supplier except to fill preferred orders; fill orders with preference rating A-1-a; or orders accompanied by the supplier's certificate that he has sold those parts from his inventory.

Effect of the plan, WPB officials point out, is to require set owners to turn in old parts and tubes for new. Under the order, the dealer is obliged to turn these parts in to a salvage depot. He replenishes his stock by certifying to the manufacturer that he has made the sales.

Dealers are required to maintain records of their sales, but officials say that ordinary bookkeeping records will be sufficient. The certificate involved in drawing new stock is a simple sentence to the effect "I hereby certify that the parts specified in this order have been sold to a consumer under terms of L-265".

From the broadcaster's point of view, stations will continue to use their preference rating of AA-2X granted under P-133 to get parts for maintainance and repair. For other equipment, such as new consoles, or meters, or other non-replacement items, they will apply to the WPB Radio Division for priority assistance.

WPB officials expect that civilians will have less difficulties getting replacement parts and tubes for home sets with the exchange plan in operation. It was pointed out that tube production available for civilians is close to peace-time levels, and that existing shortages will be remedied.

Persons engaged in leasing electronic equipment as a normal part of established business are exempt from the order. Also exempt from L-265 are hearing devices, wire, telephone, and telegraph equipment, electronic batteries, power and light equipment, medical, therapeutic x-ray, flouroscopic equipment other than replacement tubes for such equipment.

LOUIS LOCHNER, formerly Berlin manager of AP, on May 3 starts a five-weekly quarter-hour commentary program on NBC Pacific stations, Monday through Friday, 9:15-9:30 a.m.

SUMMER SCHOOL SAVANTS, these faculty members of the NBC-U. C. L. A. Radio Institute conferred on plans for the cooperative sessions to be held June 28—Aug. 21. NBC Western division pedagogues who give instruction in their respective fields are seated (l to r): Earl Ebi, writer-producer; Jennings Pierce, public service director; Ned Tollinger, production manager, and (standing) Clinton (Buddy) Twiss, chief announcer; Arnold Marquis, writer-producer; Robert O. Brooks, engineer.

ARGENTINA'S
RED ARGENTINA DE
EMISORAS SPLENDID
NETWORK OF 10 STATIONS

HJCS
BOGOTA
50,000 WATTS

MEXICO'S
RADIO PROGRAMAS
DE MEXICO
NETWORK

CUBA'S
R. H. C. and
CIRCUITO CMQ
NETWORKS

TGW
GUATEMALA CITY
GUATEMALA

PROUDLY
Introducing
SOME OF THE
GREAT
PAN AMERICAN
RADIO STATIONS

HP5G-HOA
PANAMA CITY
5,000 WATTS

PERU'S
CIA. PERUANA
DE RADIODIFUSION
NETWORK OF 9 STATIONS

CHILE'S
LA COOPERATIVA
VITALICIA
NETWORK OF 8 STATIONS

TIPG
SAN JOSE
COSTA RICA

HHW-HH3W
PORT-AU-PRINCE
HAITI

RADIO CARCAS
VENEZUELA
10,000 WATTS

HCIBF-HCIBD
QUITO
ECUADOR

ZFY
GEORGETOWN
BRITISH GUIANA

HIN-HIIN
CIUDAD TRUJILLO
D. R.

PAN AMERICAN BROADCASTING COMPANY
330 MADISON AVENUE, NEW YORK, N. Y.
IN CHICAGO — FRED JONES — 228 NO. LA SALLE STREET
IN HOLLYWOOD — HOMER GRIFFITH — 6362 HOLLYWOOD BLVD.

Blue Affiliates Meet In Chicago

Network's Executives Also on Hand for Sessions on 26th

REPRESENTATIVES of BLUE affiliates meet at the Palmer House, Chicago, Monday, April 26, prior to the opening of the NAB convention. The network's wartime and post-war problems will be discussed at the meeting, an annual affair, attended this year only by key network and station executives because of wartime travel restrictions.

Planning Session

The BLUE stations meeting opens at 10:30 a.m., with a meeting of the planning and advisory committee in the hotel's Lounge Room. Following luncheon and business sessions in the afternoon, the network will entertain station personnel at a cocktail party.

Representing the network at the meeting will be: Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of stations; Fred Thrower, vice-president in charge of sales; Phillips Carlin, vice-president in charge of programs; Robert Swezey, legal counsel; John Norton, manager, stations department; Clarke Snyder and O. M. Schloss, station contact representatives; George Milne, chief engineer; Murray Grabhorn, national spot sales manager; Kevin Sweeney, sales promotion manager, Hollywood, and Don Gilman, vice-president in charge of the western division.

100 for Fulton Lewis

WITH Cerophyl Labs., Kansas City, makers of Viet Vitamin Tablets, signing for sponsorship of commentaries by Fulton Lewis, jr., on KSO, Des Moines, the Mutual commentator now has a total of 100 local sponsors of his five-weekly MBS series, 7-7:15 p.m. Campbell-Ewald Co., Chicago, handles the account.

FEDERAL TELEPHONE & RADIO Corp., Newark, manufacturers of radio equipment, has joined a group of three New Jersey war plants sponsoring *Victory is Our Business*, six-weekly, 25-minute program on WPAT, Paterson, N. J. Series is designed to stimulate morale and production and to obtain workers needed in New Jersey's war industries. Account was placed direct.

CBS
KTUC
TUCSON
ARIZONA
1400 KC
250 WATTS
AFFILIATED WITH
THE ARIZONA NETWORK
KOY, Phoenix - KSUN, Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY

Air Power

UP TO OLD TRICKS are Sgt. Lanny Pike of WGAN, Portland, Me.; St. Charles Edwards of WSM, Nashville, and WGST, Atlanta, and Sgt. John Gray of WDOD, Chattanooga. Now in the Army Air Forces Technical School, Gulfport Field, Miss., the boys write and announce *Air Power*, a weekly half-hour show on WSMB, New Orleans, using the Eighth Army Air Forces Band, a glee club of 14, and a regular cast.

LEWIS LANE, head of the musical research section of NBC's script department, will mark 16 years with NBC on April 28. Lane came to NBC in the music library, but shortly thereafter conceived the idea of a special musical research file system which today contains more than 90,000 items.

CBS Affiliates Board Will Meet in Chicago

SECOND meeting of the Columbia affiliates advisory board has been scheduled for April 27 in Chicago so that station managers who are members of the board can attend the session as well as the NAB War Conference.

CBS representatives present at the advisory board meeting, which will open with a dinner, will include William S. Paley, president; Paul W. Kesten, vice-president and general manager; Joseph Ream, vice-president and secretary; Frank Stanton, vice-president; Herbert V. Akerberg, vice-president in charge of station relations; William Schudt Jr., Eastern division field manager, Station Relations; Jap Gude, Station Relations; Howard Lane, Central division field manager, Station Relations, and Edwin Buckalew, Los Angeles station relations manager.

UP Names Curran

THOMAS R. CURRAN, central division manager of United Press, has been made South American general manager, according to James I. Miller, UP vice-president for South America. Mr. Curran arrived in South America early this year, and has spent the past several months traveling over nations in that hemisphere.

Mr. Curran

MARTIN GOSCH, Hollywood writer-producer of the weekly CBS *Camel Comedy Caravan*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed to an associate producer contract by 20th Century-Fox. He will continue to produce the half hour radio program for remainder of the season.

These three Lubbock firms keep this city and section in the forefront of the South's produce markets, with products going to nearly all parts of the nation.

About 5,000,000 pounds of butter are manufactured and distributed by them annually. Poultry, eggs and other similar products are handled on a comparable basis.

LUBBOCK—Butter Leader of Texas!

Texas ranks 15th in the nation for butter manufacture . . . and Lubbock leads Texas! Then there are five cheese plants in KFYO's immediate territory which produce 4,000,000 lbs. annually . . . 20% of Texas' very large production, for Texas is fifth in cheese making. Add Lubbock's 3,000,000 lbs. of dressed poultry (chickens and turkeys) and 2,500,000 dozen eggs each year, and it becomes evident that here is a very important produce center! This, too, is aside from the city's other big sources of income . . . cotton, beef cattle, oil, wholesale and retail trade and now two very large aviation training fields.

Lubbock offers you a radio advertising opportunity at any time . . . but particularly right now when there's more cash ready for spending in KFYO's rich market than ever before, by far! Of the 49,885 dwelling units in KFYO's primary market, 74.54% have radio units . . . compared with Texas' 66.9%. You can't miss!

LUBBOCK, TEXAS

KFYO

SERVING TEXAS' FASTEST-GROWING MARKET

THE Taylor-Howe-Snowden GROUP

KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

Bassett Starts Firm

DON BASSETT, radio director of A. McKim Ltd., Toronto, leaves on May 1 to open his own radio production and script writing company at 891 Bay St., Toronto. Before joining A. McKim Ltd. in 1941, he was with Radio Center Ltd, Toronto, transcription agency, and James Fisher Adv. Co. Toronto. He started in radio in 1935 on CJCS, Stratford, Ont., moved to CKGB, Timmins, Ont., and was Toronto and Montreal manager of sales offices of Northern Broadcasting & Publishing Co. Ltd., Timmins, Ont.

Mr. Bassett

USE OF 'RADAR' PERMITTED

Army-Navy Statement Lifts Veil of Official Secrecy From Device for the First Time

EXISTENCE of Radar was officially admitted by the War and Navy Depts. for the first time last weekend when the military chieftains lifted enough of the curtain of secrecy to give the public an elementary description of the electronic locating device.

Until the statement was issued for release on Sunday, the OWI and the War and Navy Depts. had observed an agreement that the word would not be used in any Government releases. Use of the word in news has not been prohibited under censorship code, however, and newsmen have been permitted to refer to Radar as a radio detection device.

What It Means

Sunday's release explained that the term meant "radio-detecting-and-ranging". It said Radar is used to detect approach of enemy ships and aircraft, and to determine the range to the enemy forces. Radar is also used, the official statement explained, to provide data for anti-aircraft guns in smashing Axis planes through cloud cover.

Radar was discovered, the account said, in the United States in 1922 when scientists noted that radio reception was interfered with by an object moving in the path of the signals. A receiver was set up on the bank of a river, and the effect on reception of boats passing up and down was studied. A similar experiment was tried with the receiver mounted in a truck, the scientists noting the effect of buildings as the vehicles moved by.

Until 1935, Radar worked only when the object passed between the transmitter and the receiver. But in that year it was found that the surface of an object or target would act as a reflector for high-frequency radio waves. With the radio signal "bouncing back", it was possible to have the transmitter and receiver at the same location, the joint statement explained.

By 1930, engineers were able to pick up reflected signals from planes passing overhead and by 1934 they had developed a means of measuring distance between the transmitter and the target.

Electronic Marvel

Radar, the statement said, "is one of the marvels made possible by the electron tube". Explaining how the waves can be focused on an enemy ship or plane, the statement continued that they maintained a constant speed of 186,000 miles per second. "Thus a small space of time is required for such signals to travel to a reflecting surface and return to a receiver so that, with means provided for measuring this time interval, it is possible to determine the distance to a given target."

Since Radar operates through fog storms and darkness, the statement said, as well as through cloudless skies, it is superior to both telescopes and acoustic listening devices. The statement paid tribute to the work Radar has done in protecting the United Nations, noting especially that the British say it was instrumental in saving England during the Blitz. They called it the radio locater.

No further information on Radar will be released, the Army-Navy account said, until military authorities are convinced that the enemy already has the information from another source. Meanwhile, a War Dept. spokesman made clear that the word is no longer a military secret.

MBS AFFILIATES MEET AT CHICAGO

MBS will hold a series of meetings on Monday, April 26, at the Drake Hotel, Chicago, beginning with a morning meeting of the network's executive committee, followed by a luncheon for Mutual directors and stockholders who will hold their meetings in the afternoon. At 8 p.m. a cocktail party will be given to introduce Miller McClintock, Mutual's new president, to the Chicago press, and at 8:30 the Mutual affiliates will meet. Mr. McClintock and Edward W. Wood Jr., MBS sales manager, will speak briefly at the evening meeting, at which the new kodachrome slide film promotion presentation will be previewed.

MBS group attending will include: Miller McClintock, Fred Weber, Edward W. Wood, Robert A. Schmid, Jack Latham, Lester Gottlieb, Paula Nicholl, of MBS headquarters staff; Alfred J. McCosker, Theodore C. Streibert, WOR; Lewis Allen Weiss, Don Lee; Wm. E. MacFarlane, A. M. Antrim, WGN; John Shepard 3rd, Yankee Network; Benedict Gimbel, WIP; Harold Batchelder, WFBR; H. K. Carpenter, WHK-WCLE-WHKC; Theodore Campeau, CKLW; Leonard Kapner, WCAE; I. R. Lounsberry, WGR; Keneth Church, WKRC.

Mutual will maintain open house at the Drake for its affiliates throughout the entire NAB Convention. On Thursday Mr. McClintock will entertain the advertisers and agencies of Chicago and on Friday noon he will leave for the West Coast, first stop in a cross-country tour [BROADCASTING, April 12].

Lt. Markel to Talk

HOW WOMEN radio directors can help bring women into the armed services will be discussed by Lt. Hazel Kenyon Markel of the Radio Section, Bureau of Public Relations, Navy Dept., at a Women Directors meeting of the NAB War Conference Wednesday, April 28. Lt. Markel, known to the industry as Hazel Kenyon, is on leave as educational director of KIRO, Seattle.

Check These Points!

COVERAGE—WOAI surpasses all other stations in Central and South Texas, based on field strength measurements and mail analysis!

AUDIENCE—WOAI has a higher combined day and night percentage than any other station in any city having affiliates of three major networks!

COST—WOAI has over 3 1/3 times more radio homes—per dollar—in the three key markets of San Antonio, Austin and Corpus Christi combined than any other San Antonio station!

RESULTS—WOAI sells more merchandise to more people than any other station in Central and South Texas!

50,000 WATTS - - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Baseball Program Enlarged by OWI

Armed Forces Around World Get Scores 8 Times Daily

COVERAGE of the annual baseball season for our Armed Forces, which was handled extensively by the OWI last year right up through the World Series, has gotten under way this month on an even larger scale, the OWI reported last week.

Using the eight-to ten-minute sports section of its *News From Home* program, shortwaved around the world eight times daily, the OWI is presenting daily scores and summaries of games played by all baseball leagues throughout the country, whether they are major league games or merely local events. The first part of each week, a roundup of the major league scheduled game is prepared on transcriptions by Paul Douglas, while the week-end roundups are handled by Red Barber. Local announcers in various communities also prepare their own summaries and ship them in to OWI's New York headquarters for inclusion on the daily programs. Fill-in information on the players and additional sport coverage outside of baseball is provided the OWI by Stan Lomax and Don Dunphy. As a supplement to the news given on the *News from Home* series, the OWI is also sending to Army Camps and Naval bases all over the world a digest of American news for publication in camp bulletins and publications prepared at many of the far flung outposts where our men are stationed.

Satevepost Keeps Liquor

A RESOLUTION which would have ordered the directors of the Curtis Publishing Co., to accept liquor advertising in the *Saturday Evening Post* was voted down overwhelmingly last week at the annual meeting of the stockholders. Resolution was introduced by James Fuller, Hartford, Conn., holding 230 of the more than 4,000,000 outstanding shares.

Buy AP News Wire

ACQUISITION of the AP Radio News Wire from Press Assn. Inc., radio subsidiary of AP, was announced last week by the managers of WSKM, McComb, Miss.; WOPI, Bristol, Tenn., and KFPW, Fort Smith, Ark.

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Vick Knight Resigns

VICK KNIGHT, executive producer of The Biow Co., Hollywood, resigned that post in late April and currently is in New York winding up his affairs with the firm. John Ryder, manager of the Hollywood office, has assumed temporary production supervision of NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes), and CBS' *Take It Or Leave It*, sponsored by Eversharp Inc. (pens, pencils),. Knight said that he has no future plans beyond taking a long rest. It is reported that he has been offered a director deal by MGM where Ginny Simms, star of the weekly *Johnny Presents Ginny Simms*, program, has been put under contract.

Cox FCC Probe

(*Continued from page 36*)

ton, and with other Governmental agencies.

While a number of field investigations rapidly are being pursued, Judge Cox did not indicate when formal hearings will begin. It is entirely possible that proceedings will be started some time in May to pursue in open hearing several of the matters already thoroughly investigated. These inquiries, it is understood, have covered broadcast station transactions in West Virginia, New York and Illinois.

Income Tax Returns

Depositions have been taken in a number of cases, it was learned, with data subpoenaed through U. S. Marshals throughout the country under authorization of the Department of Justice to be used in connection with the inquiry. Income tax returns also will come under the committee's scrutiny.

The committee's personnel now includes, in addition to General Counsel Garey and the new appointees, Fred R. Walker, of Detroit, associate counsel; William Larson, former FBI chief in a number of cities, as chief investigator; Edward G. Griffin, of New York, attorney; James C. Dunn, former Secret Service agent, and Robert B. Barker, former investigator of the Dies Committee, as senior investigators, and Mildred Cox and Margaret Bracey, as secretaries.

Harvey D. Walker, a native of Detroit, has been a member of the Michigan Bar since 1940, and in January, 1941, joined FBI as a special agent. He remained there two years, during which he handled investigative work of a criminal and internal security nature. He was with the firm of Mr. Larson, the committee's chief investigator, after leaving FBI.

HARRY MAIZLISH, general manager of KFWB, Hollywood, currently is on a two-week New York and Chicago trip with transcriptions of programs for agency consideration. Included are a daily series built around Kay Francis, picture star, and a quiz program, *Let's Play Postoffice*, with music featuring June Clyde, film actress-vocalist, and Harry Von Zell, announcer m.c. Latter show is currently a KFWB sustainer.

TODAY . . . TOMORROW

GETTING THE MESSAGE THROUGH

The wide-flung fighting fronts today are the proving grounds for the great postwar era of broadcasting. Gates studio and transmitting equipment are now important links in the vital communications systems of our Armed Forces. From the Arctic to the Tropics, Gates equipment is proving its efficiency and performance where so much is dependent upon trouble-free operation . . . where even partial failure may mean defeat.

Our greatly expanded facilities are now devoted to meeting the demands of war. The ingenuity of our engineers has created amazing new technical and construction developments that will prove both interesting and important to an advanced, unharnessed postwar broadcasting industry . . . still interested in "getting the message through"!

Our engineering staff stands ready and willing to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS; U. S. A.

Manufacturing Engineers Since 1922

Bassett Starts Firm

DON BASSETT, radio director of A. McKim Ltd., Toronto, leaves on May 1 to open his own radio production and script writing company at 891 Bay St., Toronto. Before joining A. McKim Ltd. in 1941, he was with Radio Center Ltd, Toronto, transcription agency, and James Fisher Adv. Co. Toronto. He started in radio in 1935 on CJCS, Stratford, Ont., moved to CKGB, Timmins, Ont., and was Toronto and Montreal manager of sales offices of Northern Broadcasting & Publishing Co. Ltd., Timmins, Ont.

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USE OF 'RADAR' PERMITTED

Army-Navy Statement Lifts Veil of Official Secrecy From Device for the First Time

EXISTENCE of Radar was officially admitted by the War and Navy Depts. for the first time last weekend when the military chieftains lifted enough of the curtain of secrecy to give the public an elementary description of the electronic locating device.

Until the statement was issued for release on Sunday, the OWI and the War and Navy Depts. had observed an agreement that the word would not be used in any Government releases. Use of the word in news has not been prohibited under censorship code, however, and newsmen have been permitted to refer to Radar as a radio detection device.

What It Means

Sunday's release explained that the term meant "radio-detecting-and-ranging". It said Radar is used to detect approach of enemy ships and aircraft, and to determine the range to the enemy forces. Radar is also used, the official statement explained, to provide data for anti-aircraft guns in smashing Axis planes through cloud cover.

Radar was discovered, the account said, in the United States in 1922 when scientists noted that radio reception was interfered with by an object moving in the path of the signals. A receiver was set up on the bank of a river, and the effect on reception of boats passing up and down was studied. A similar experiment was tried with the receiver mounted in a truck, the scientists noting the effect of buildings as the vehicles moved by.

Until 1935, Radar worked only when the object passed between the transmitter and the receiver. But in that year it was found that the surface of an object or target would act as a reflector for high-frequency radio waves. With the radio signal "bouncing back", it was possible to have the transmitter and receiver at the same location, the joint statement explained.

By 1930, engineers were able to pick up reflected signals from planes passing overhead and by 1934 they had developed a means of measuring distance between the transmitter and the target.

Electronic Marvel

Radar, the statement said, "is one of the marvels made possible by the electron tube". Explaining how the waves can be focused on an enemy ship or plane, the statement continued that they maintained a constant speed of 186,000 miles per second. "Thus a small space of time is required for such signals to travel to a reflecting surface and return to a receiver so that, with means provided for measuring this time interval, it is possible to determine the distance to a given target."

Since Radar operates through fog storms and darkness, the statement said, as well as through cloudless skies, it is superior to both telescopes and acoustic listening devices. The statement paid tribute to the work Radar has done in protecting the United Nations, noting especially that the British say it was instrumental in saving England during the Blitz. They called it the radio locater.

No further information on Radar will be released, the Army-Navy account said, until military authorities are convinced that the enemy already has the information from another source. Meanwhile, a War Dept. spokesman made clear that the word is no longer a military secret.

MBS AFFILIATES MEET AT CHICAGO

MBS will hold a series of meetings on Monday, April 26, at the Drake Hotel, Chicago, beginning with a morning meeting of the network's executive committee, followed by a luncheon for Mutual directors and stockholders who will hold their meetings in the afternoon. At 5 p.m. a cocktail party will be given to introduce Miller McClintock, Mutual's new president, to the Chicago press, and at 8:30 the Mutual affiliates will meet. Mr. McClintock and Edward W. Wood Jr., MBS sales manager, will speak briefly at the evening meeting, at which the new kodachrome slide film promotion presentation will be previewed.

MBS group attending will include: Miller McClintock, Fred Weber, Edward W. Wood, Robert A. Schmid, Jack Latham, Lester Gottlieb, Paula Nicholl, of MBS headquarters staff; Alfred J. McCosker, Theodore C. Streibert, WOR; Lewis Allen Weiss, Don Lee; Wm. E. MacFarlane, A. M. Antrim, WGN; John Shepard 3rd, Yankee Network; Benedict Gimbel, WIP; Harold Batchelder, WFBR; H. K. Carpenter, WHK-WCLE-WHKC; Theodore Cambeau, CKLW; Leonard Kapner, WCAE; I. R. Lounsberry, WGR; Keneth Church, WKRC.

Mutual will maintain open house at the Drake for its affiliates throughout the entire NAB Convention. On Thursday Mr. McClintock will entertain the advertisers and agencies of Chicago and on Friday noon he will leave for the West Coast, first stop in a cross-country tour [BROADCASTING, April 12].

Lt. Markel to Talk

HOW WOMEN radio directors can help bring women into the armed services will be discussed by Lt. Hazel Kenyon Markel of the Radio Section, Bureau of Public Relations, Navy Dept., at a Women Directors meeting of the NAB War Conference Wednesday, April 28. Lt. Markel, known to the industry as Hazel Kenyon, is on leave as educational director of KIRO, Seattle.

Check These Points!

COVERAGE—WOAI surpasses all other stations in Central and South Texas, based on field strength measurements and mail analysis!

AUDIENCE—WOAI has a higher combined day and night percentage than any other station in any city having affiliates of three major networks!

COST—WOAI has over 3 1/3 times more radio homes—per dollar—in the three key markets of San Antonio, Austin and Corpus Christi combined than any other San Antonio station!

RESULTS—WOAI sells more merchandise to more people than any other station in Central and South Texas!

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Baseball Program Enlarged by OWI

Armed Forces Around World Get Scores 8 Times Daily

COVERAGE of the annual baseball season for our Armed Forces, which was handled extensively by the OWI last year right up through the World Series, has gotten under way this month on an even larger scale, the OWI reported last week.

Using the eight-to ten-minute sports section of its *News From Home* program, shortwaved around the world eight times daily, the OWI is presenting daily scores and summaries of games played by all baseball leagues throughout the country, whether they are major league games or merely local events. The first part of each week, a roundup of the major league scheduled game is prepared on transcriptions by Paul Douglas, while the week-end roundups are handled by Red Barber. Local announcers in various communities also prepare their own summaries and ship them in to OWI's New York headquarters for inclusion on the daily programs. Fill-in information on the players and additional sport coverage outside of baseball is provided the OWI by Stan Lomax and Don Dunphy. As a supplement to the news given on the *News from Home* series, the OWI is also sending to Army Camps and Naval bases all over the world a digest of American news for publication in camp bulletins and publications prepared at many of the far flung outposts where our men are stationed.

Satevepost Keeps Liquor

A RESOLUTION which would have ordered the directors of the Curtis Publishing Co., to accept liquor advertising in the *Saturday Evening Post* was voted down overwhelmingly last week at the annual meeting of the stockholders. Resolution was introduced by James Fuller, Hartford, Conn., holding 230 of the more than 4,000,000 outstanding shares.

Buy AP News Wire

ACQUISITION of the AP Radio News Wire from Press Assn. Inc., radio subsidiary of AP, was announced last week by the managers of WSKM, McComb, Miss.; WOPI, Bristol, Tenn., and KFPW, Fort Smith, Ark.

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Vick Knight Resigns

VICK KNIGHT, executive producer of The Biow Co., Hollywood, resigned that post in late April and currently is in New York winding up his affairs with the firm. John Ryder, manager of the Hollywood office, has assumed temporary production supervision of NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes), and CBS' *Take It Or Leave It*, sponsored by Eversharp Inc. (pens, pencils),. Knight said that he has no future plans beyond taking a long rest. It is reported that he has been offered a director deal by MGM where Ginny Simms, star of the weekly *Johnny Presents Ginny Simms*, program, has been put under contract.

Cox FCC Probe

(*Continued from page 36*)

ton, and with other Governmental agencies.

While a number of field investigations rapidly are being pursued, Judge Cox did not indicate when formal hearings will begin. It is entirely possible that proceedings will be started some time in May to pursue in open hearing several of the matters already thoroughly investigated. These inquiries, it is understood, have covered broadcast station transactions in West Virginia, New York and Illinois.

Income Tax Returns

Depositions have been taken in a number of cases, it was learned, with data subpoenaed through U. S. Marshals throughout the country under authorization of the Department of Justice to be used in connection with the inquiry. Income tax returns also will come under the committee's scrutiny.

The committee's personnel now includes, in addition to General Counsel Garey and the new appointees, Fred R. Walker, of Detroit, associate counsel; William Larson, former FBI chief in a number of cities, as chief investigator; Edward G. Griffin, of New York, attorney; James C. Dunn, former Secret Service agent, and Robert B. Barker, former investigator of the Dies Committee, as senior investigators, and Mildred Cox and Margaret Bracey, as secretaries.

Harvey D. Walker, a native of Detroit, has been a member of the Michigan Bar since 1940, and in January, 1941, joined FBI as a special agent. He remained there two years, during which he handled investigative work of a criminal and internal security nature. He was with the firm of Mr. Larson, the committee's chief investigator, after leaving FBI.

HARRY MAIZLISH, general manager of KFWB, Hollywood, currently is on a two-week New York and Chicago trip with transcriptions of programs for agency consideration. Included are a daily series built around Kay Francis, picture star, and a quiz program, *Let's Play Postoffice*, with music featuring June Clyde, film actress-vocalist, and Harry Von Zell, announcer m.c. Latter show is currently a KFWB sustainer.

TODAY . . . TOMORROW

GETTING THE MESSAGE THROUGH

The wide-flung fighting fronts today are the proving grounds for the great postwar era of broadcasting. Gates studio and transmitting equipment are now important links in the vital communications systems of our Armed Forces. From the Arctic to the Tropics, Gates equipment is proving its efficiency and performance where so much is dependent upon trouble-free operation . . . where even partial failure may mean defeat.

Our greatly expanded facilities are now devoted to meeting the demands of war. The ingenuity of our engineers has created amazing new technical and construction developments that will prove both interesting and important to an advanced, unharnessed postwar broadcasting industry . . . still interested in "getting the message through"!

Our engineering staff stands ready and willing to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS; U. S. A.

Manufacturing Engineers Since 1922

Kellogg on Don Lee

KELLOGG Co., Battle Creek, Mich. (corn flakes), on April 19 started sponsoring the five-weekly quarter-hour transcribed program, *Last Night in the Rose Room*, on 17 Don Lee Pacific stations (KFJI KOOS KRNR KORE KWIL KALE KWLK KELA KGY KXRO KMO KOL KRKO KIT KFIR KWAL KHJ), Monday through Friday, 11:45 a.m.-12 noon (PWT). Tony La Frano is announcer-narrator. Contract is for 52 weeks. Frances Smith, Chicago producer of J. Walter Thompson Co., agency servicing the account, was in Hollywood to supervise start of the series.

WPDQ, Jacksonville, is replacing WJHL, same city, as BLUE outlet.

NAB TO SEE WIRE SOUND RECORDER

New-Type Equipment for War Coverage by Radio Will Be Demonstrated by Lt. Col. Kirby

THIN METAL wire which rapidly and accurately records sound will be demonstrated at the NAB War Conference this week by Lt. Col. Edwin M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept., in a talk on War Dept. radio problems. The Magnetic Wire Sound Recorder—its official name—is being developed by the Signal Corps and the Radio Branch for front line war service.

Combining in one small carrying case the recording machinery, playback apparatus, and a mechanism for easy erasure of censorable portions, the new recorder has important advantages. There is less chance for breakage. Equipment is highly portable. Wire can be reused. There is no needle to jump the groove in the recording process. Finished records in the form of spools of wire are convenient to ship.

The recorder operates on the same principle as the "Mirrophone" sound tape described in BROADCASTING, Feb. 9, 1942. Pattern of the sound is set in the wire through electro-magnetic currents. Wire can then be demagnetized to wipe out parts of the record, or the sound can be erased completely to clear the wire for re-use.

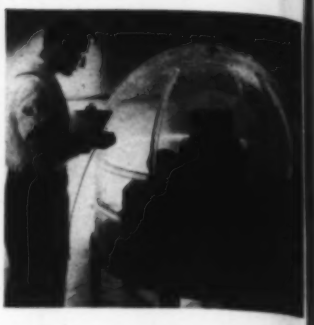
Col. Kirby pointed out that the magnetic recorder meets a wartime radio need. Radio has been doing an excellent job of war coverage from the fighting fronts. But in the Southwest Pacific, to cite an example, spot eye witness accounts are impossible because broadcast equipment is about 2,000 miles from the front, and present recording equipment is impractical on a battlefield.

Battle Action Record

Value of the new device further shows up in situations like one which recently occurred on the Algiers front. John McVane, NBC war correspondent, sat in a slit trench under fire and later described his sensations from memory during his part of the network's news round-up. With the magnetic recorder, he could have made a record on the spot for playback at broadcast time.

"We believe it will give a new dimension to the radio coverage of the war up front," said Col. Kirby explaining its use. "The recorder makes it possible to bring the sound of war home. directly from the battlefield. People can thus be brought closer to action at the front."

Armour Research Foundation and General Electric are manufacturing the magnetic wire recorder but have not yet decided on a final model. Though the Radio Branch now has only one set, more are expected soon.



SPEEDS TEST WORK. This altitude test chamber for aircraft radio and electronic equipment, constructed from the unfinished nose of a famous American bomber by the RCA Victor Div. of the Radio Corp. of America, makes possible the testing and inspection of apparatus by several engineers at one time. Construction is of Plexiglas, a plastic developed by the Rohm & Haas Co., which permits testing under conditions equivalent to those at a height of seven and a half miles. Gilbert F. Quimby, RCA engineer, is checking this equipment under stratospheric conditions.

On Coca-Cola Time

COCA-COLA Co., Atlanta, has relinquished the April 26 broadcast of *Victory Parade of Spotlight Bands* on the Blue and is turning over the 9:30-9:55 p.m., period to Undersecretary of War Robert P. Patterson at his request. Harris Jones, chairman of the board of Coca-Cola, will introduce Mr. Patterson, who will give "a report on the war," speaking from Atlanta. D'Arcy Adv. Co., New York, handles the account.

Stewart-Warner Secretary

NEWLY-ELECTED board of directors of Stewart-Warner Corp., last week elected Albert R. Benson, assistant secretary and treasurer, to corporation secretary. He succeeds Lynn A. Williams Jr., who continues as vice-president. All other corporation officers were re-elected.

Signed for Film Role

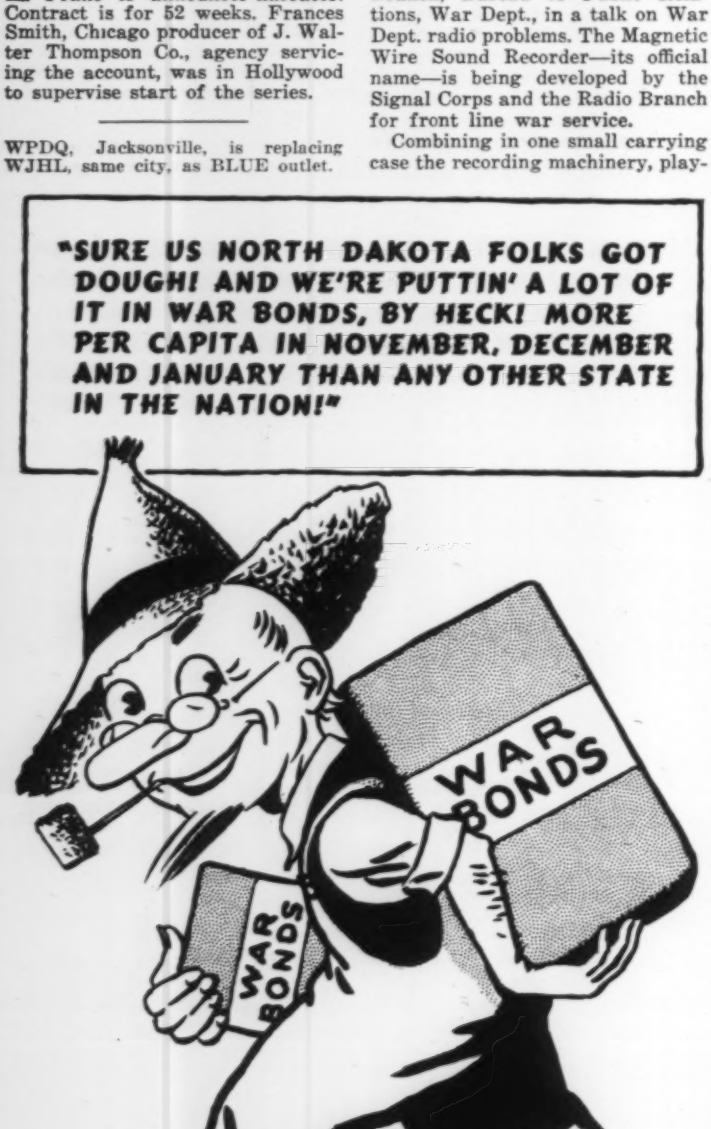
REED HADLEY, star of the thrice-weekly BLUE *Red Ryder* series sponsored by Langendorf United Bakeries, has been signed to a film contract by 20th Century-Fox. RKO has changed title of the new Kay Kyser and Edgar Bergen film from "Keep 'Em Singing" to "Around the World".

New ANA Address

ASSOCIATION of National Advertisers, Inc., has moved to new and larger quarters on the 25th floor of 285 Madison Avenue, New York. New telephone number is Murray Hill 5-9167.

MARTIN BLOCK, m.c. of the *Make Believe Ballroom* program on WNEW, New York, has been designated by the New York newspaper Guild as the premier man in his field and will receive a "Page One" reward in recognition of his work at the Guild's eighth annual benefit at the Hotel Astor, New York, on April 30.

"SURE US NORTH DAKOTA FOLKS GOT DOUGH! AND WE'RE PUTTIN' A LOT OF IT IN WAR BONDS, BY HECK! MORE PER CAPITA IN NOVEMBER, DECEMBER AND JANUARY THAN ANY OTHER STATE IN THE NATION!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

"HEART of the MAGIC VALLEY"
RICH IN AGRICULTURE
TWIN FALLS, IDAHO
KTFI
National Representative
The Walker Co.
Homer Griffith Co.

Navy's Radio Interest

(*Continued from page 52*)

Yards and private companies, he reported for duty in the *USS New Mexico* on September 29, 1921. He was Aide on the Staff of Vice Admiral Henry A. Wiley, Commander, Battleship Divisions, Battle Fleet, with additional duty as Division Radio Officer. He was on duty in the Bureau of Engineering, Navy Department, from July 1925 until October 1927. After duty as Aide and Fleet Radio Officer on the Staff of the Commander in Chief, United States Fleet, from November 1927 until May 1929, he was navigator of the *USS Detroit* for a year and was on duty in the Office of Naval Communications, 1930 to 1933.

In Naval Communications

During his next tour of sea duty, he was engineer officer of the *USS Colorado* for a year and commanding officer of the *USS Canopus* from October 1934 to August 1936. He returned to the Navy Department, September 1936, where he was on duty in Naval Communications and from June 1939 until May 1940, was executive officer of the *USS Tuscaloosa*.

Admiral Redman was commanding officer of the naval transport *Henderson* from June 1940 to January 1941, and subsequently became Assistant Director of Naval Communications. In February 1942, he became Director of Naval Communications. He was detached on September 15, to command at sea, returning on April 3, 1943, again as Director of Naval Communications.

The Bureau of Ships, Radio Division, is charged with the research, design, manufacture and maintenance of all Naval electronic equipment with the exception of certain special devices which come under other bureaus. In the Radio Division, the engineering work of Rear Admiral Hooper is now being carried on by Captain Jennings B. Dow, U. S. N. Captain Dow has had a notable career in Naval radio, making him particularly fitted for this job. He graduated from the Naval Academy in 1920, and received an MS. degree in Communication Engineering from Harvard University in 1926. His sea duty includes serving on the staff of the Commander Battleship Divisions, Battle Fleet, and later as Asiatic Fleet Radio Officer. From 1927-1929 he acted as Radio Material Officer at the Navy Yard, Cavite, P. I.

He was attached to the Radio Division of the Bureau of Engineering (now the Bureau of Ships) during the period from 1930-1932, and acted as the Head of this Division in 1938 and 1939. He spent five months during the winter of 1940-1941 in England, as a special radio observer. He is now head of the Radio Division, Bureau of Ships. Captain Dow is a Fellow of the Institute of Radio Engineers.

Contributions by Industry

It has always been the policy of the Navy to enlist the cooperation of independent laboratories and colleges in research projects and to depend on commercial facilities for manufacturing. The beneficial results of this policy are apparent today when eminent scientists from civil life, working closely with Naval engineers, are opening up new horizons in radio and electronics. Manufacturing plants have efficiently converted from the construction of 4,000,000 home receivers a year to producing primarily military and naval electronic equipment.

The men and women engaged in broadcasting have played a most important role in establishing the present effective means of communication. For this reason, the Navy will follow with keen interest the forthcoming War Conference of Broadcasters. Many valuable suggestions cannot help but come from such a meeting at this time.

Full House Again

THEM hard-hittin' folks out thar in the wide open spaces go after records and they ain't all cattle-rasslin' either. In the April 12 issue of BROADCASTING, KYUM, Yuma, Ariz., told of having a 100% staff of engineers—commercial men and all, every man licensed. Now comes word from Mrs. Rosemary C. Meyer, manager, KPOW, Powell, Wyo. to report all her employes likewise are technicians—commercially licensed—and have been since November 1, 1942.

OWI Cites Gertrude Berg

GERTRUDE BERG, creator of the CBS daytime serial, *The Goldbergs*, has received a citation from the Office of War Information for "the inspiration she has given the American people through the 1942 Victory Award." Mrs. Berg has in addition been invited to submit all scripts of the program, which dates back 14 years, to the Archives of Radio of Princeton U. for documentation and research purposes. Series is sponsored by Procter & Gamble Co., Cincinnati, for Duz. Compton Adv., New York, is agency.

Reader's Digest on WOR

READER'S DIGEST Assn., Pleasantville, N. Y., on April 19 started a spot campaign on WOR, New York, for current issues of the magazine. Contract calls for one-minute live announcements two evenings a week for nine weeks. Spot campaign is confined to WOR. BBDO, New York, is the agency.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles
Seattle

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KRIS	Corpus Christi, Texas
KRLD	Dallas, Texas
KXYZ	Houston, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

Acme Beer Baseball

ACME BREWING Co., San Francisco, and Young's Market Co., Los Angeles (food products), on April 18 started co-sponsoring a two-hour daily broadcast of all baseball games played by the Los Angeles Angels and the Hollywood Stars, on KMPC, Beverly Hills, Cal. Contracts are for 22 weeks. Brisacher, Davis & Van Norden, Los Angeles, services the former account. Latter was placed direct. Pontiac Dealers of Southern California, Los Angeles, on April 21 started sponsoring Sam Balter in a five-weekly sports commentary summarizing and reconstructing highlights from selected American-National League games on KMPC. Placement is direct.

Critical Problems Await NAB

(*Continued from page 23*)

the way of Government channeling of news through OWI will come directly from Mr. Davis, himself a product of radio, as the keynote speaker at the Tuesday luncheon session. More intimate aspects, however, will be covered at subsequent sessions by other members of his staff directly identified with radio. Gardner Cowles Jr., assistant director of OWI in charge of domestic operations, is a tentatively scheduled speaker, but pressure of Washington operations may preclude his attendance.

Voluntary censorship, which might have been one of radio's worst headaches but has proved perhaps the least burdensome of wartime problems, will be covered by Mr. Price at the Wednesday luncheon session. He likewise will participate in a general censorship symposium and, at a breakfast session scheduled for Wednesday morning, he will talk off the record on problems of foreign language censorship—the most acute in the field. Duplication of regulatory efforts, wherein OWI and the FCC have traversed approximately the same ground as the Office of Censorship, presumably will figure in this discussion.

Typical of the praise that has come to the industry for its war job was the comment of Mr. Davis in accepting the NAB invitation. "The industry has given great service to the war effort and I am confident this service will be continued," he said.

Manpower Problem

Manpower, described by President Miller as the most serious problem confronting the industry because this is a "technical war," is the first subject on the agenda at Tuesday's opening session. Lawrence A. Appley, executive director of War Manpower Commission; Almon Roth, wage stabilization and manpower director of War Labor Board, and Lt. Com. Patrick H. Winston, of Selective Service, lead this discussion. At the afternoon session, Frank McIntosh, assistant director of the radio division of WPB, leads the discussion on materials, with general war operations aspects scheduled for a panel of speakers representing the military services.

Following breakfast sessions Wednesday morning covering manpower, Selective Service, foreign language and equipment, the general session Wednesday morning will be highlighted by Mr. Price's address. At the afternoon session, sales problems during wartime will be covered, including the Petrillo recording ban and the retail promotion committee plan to encourage department store use of radio.

The NAB annual meeting will be held Wednesday afternoon, covering election of six directors-at-large and miscellaneous changes in the by-laws. Evening activities on Wednesday include a panel on Sales—A Wartime Necessity—lead by Lewis H. Avery, director of the NAB department of advertising, and a meeting of the NAB Association of Women Directors, to be presided over by Mrs. Dorothy Lewis, NAB coordinator of listener activity.

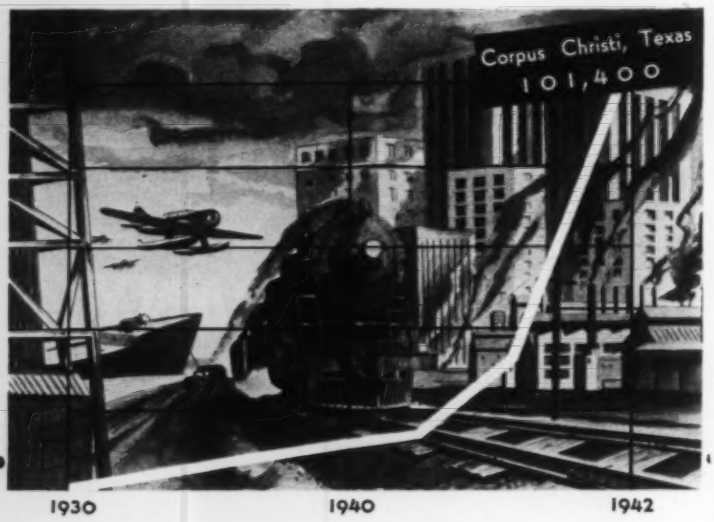
The final day, Thursday, will be opened with breakfast sessions on censorship, manpower, OWI, sales managers, the recording ban and legislation and taxation. The general session will be devoted to the Role of Advertising in Wartime, along with recommended standards for coverage maps and the small station problem issue.

Luncheon Closes Sessions

The conference will close with a 1:30 luncheon, at which an outstanding military figure is expected to be the inspirational speaker. Resolutions then will be considered and the conference adjourned by 2:30. The new NAB board will convene following adjournment.

President Miller, in his report to the conference prepared in advance along with the annual reports of the departmental heads, cited the past fiscal year as eventful—full of uncertainties, but also a year of achievement. Radio kept Americans

HEAD OF THE 4,000. Dr. Albert W. Hull, assistant director of the GE research laboratories and president of the American Physical Society, is holding one of the electronic tubes on which his work has made him famous. He has received many honors for his developments, which include the magnetron, dynatron and screened-grid tube and work on X-ray crystal analysis. Among his awards are the Howard N. Potts gold metal of the Franklin Institute for his work on X-ray crystal analysis; the Morris Liebmann Prize for work on electronic tubes; the honorary degree of Doctor of Science from Union U. The society which he heads numbers about 4,000, including scientists working in many allied activities.



● **"FIRST IN WAR GROWTH AND POST-WAR PROSPECTS"**

In Philip M. Hauser's recent survey, he rates Corpus Christi, Texas, as a Class A-1 city—that is, one of the six cities which grew most rapidly during the war and now have the best prospects of retaining their wartime growth.

With its audited city zone population of 101,400 and county population of 123,239, Corpus Christi offers you a rapidly expanding market which is dominated by one major station—KRIS. Yes, the Hooper Station Listening Index for Fall gives KRIS a dominant 63.6% evening listenership against 13% for station B and only 11% for station C. Use KRIS for a selling-clinch on Corpus Christi now!

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
● represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

"PROVED SUCCESS—TOP WGRC FEATURE"
is what S. A. Cisler, manager of **WGRC** has to say about
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

the best informed people in the world in recruiting for the military services, in selling Treasury bonds, in helping collect scrap, in training technical radio personnel and in numerous other ways.

"Although business on the great majority of stations has continued good," Mr. Miller pointed out, "radio has faced many serious problems, the manpower problem being the most serious. Due to the fact that this is a technical war, and that radio is playing an ever increasing part, trained technicians and personnel with practical broadcasting experience have been in great demand."

Retail Promotion Plan

Pointing to the need for "eternal vigilance," the NAB chieftain said, freedom is not lost by one act of government—the greatest danger is from indirect and disguised attacks. "Radio to be free must be able to pay its way. Advertising has proved to be an efficient tool of business. Attacks on advertising are attacks on the freedom of radio and as such we have opposed them." He emphasized the danger of wartime restrictions which might in the end "shackle radio in its great task when the present conflict ends".

Attacking the Petrillo recording strike, Mr. Miller charged that at the most critical period in our nation's history, the AFM head "merely to maintain his control in his own union has deprived this nation of a large supply of music". He cited the industry's united front opposition to this "dictatorial display of power" and said he believed that it is "rendering a real service not only to radio but to the entire field of music, and that we shall be successful".

Alluding to the retail promotion plan to be presented to the conference under the chairmanship of Paul W. Morency, WTIC, Hartford, to encourage department store use of radio, Mr. Miller said the success of this project is of great industry importance. "If it succeeds, other plans similar in character will follow."

"It is to be hoped that by the time we meet again next year this world conflict may be over," Mr. Miller said. "But with the armed conflict over, radio will face its greatest test and its most promising opportunity. For the first time in the history of the world the microphone will be at the peace table and with it there public opinion will play an even more important part than ever before. * * * Radio more than any other force is most capable of rendering service to mankind in this conflict—a service which will be in every sense a true public service."

GET THEM WHEN they arise as well as go to bed, says the Wakefield Dairy in Washington. The company used Billy Repaid's WOL news airings at 11 p. m. and found them good, so added a 6-times 8 a. m. series. Aubrey Simpson, Wakefield president, signs the new contract. Standing (l to r): Jeffrey A. Abel, radio director, Kaufman Advertising Agency; Henry V. Seay, commercial manager of WOL; Otto Phillips, manager of the dairy, and Mr. Repaid.

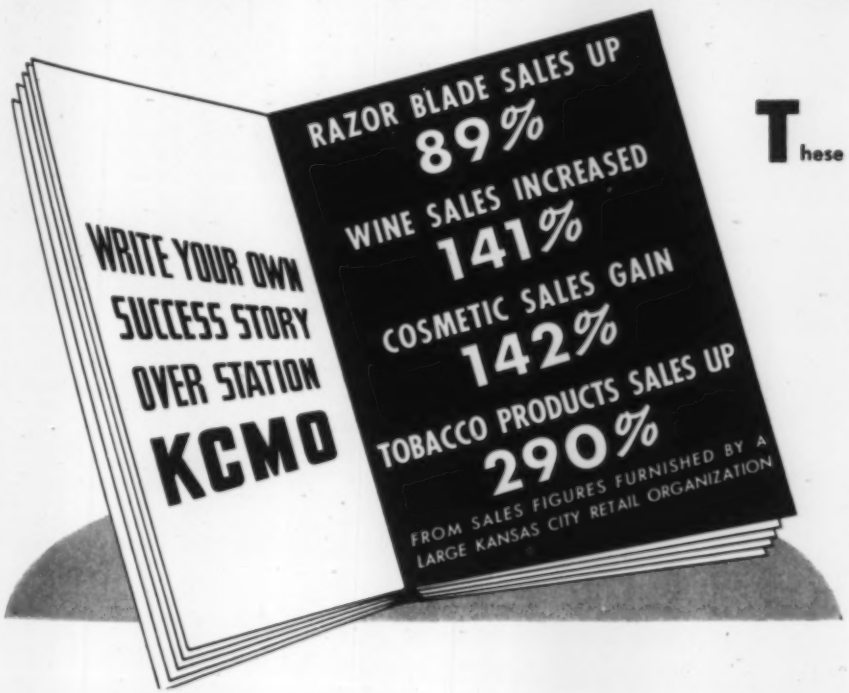
G.E. Sales Increase

NET SALES billed by General Electric Co., during the first quarter of 1943 amounted to 277,872,-103, as compared with $190,861,-108 for same period a year ago, an increase of 46%. Company's profit available for dividends for the first quarter amounted to $10,442,576 compared with $10,329,774 last year.

Martinson Returns

JOSEPH MARTINSON Co., New York, returning to the air after a layoff brought on by the coffee shortage, on April 25 started sponsoring a Sunday quarter-hour on WOR, New York. Dr. Frank Kingdon, educator and clergyman presents news commentaries with a human interest slant. Al Paul Lefton Co., New York, is agency.

ARNOLD CARLSEN has joined Mutual's sales staff, operating from WGN, Chicago, MBS affiliate. Mr. Carlsen was in charge of sales direction and general management of Packard Motor Corp., 1932-42.


WRITE YOUR OWN SUCCESS STORY OVER STATION KCMO
RAZOR BLADE SALES UP 89%
WINE SALES INCREASED 141%
COSMETIC SALES GAIN 142%
TOBACCO PRODUCTS SALES UP 290%
FROM SALES FIGURES FURNISHED BY A LARGE KANSAS CITY RETAIL ORGANIZATION

These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly. KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You can get complete details and a list of availabilities from any McGillvra office.

5000 WATTS KCMO BASIC BLUE NETWORK 1480 ON YOUR DIAL

NATIONAL REPRESENTATIVE: JOSEPH HERSHEY McGILLVRA

Breakfast at Sardis

(*Continued from page 56*)

a sustainer more than two years ago has become today not only a national feature, but one of the West Coast's best patronized participations. Just a gay morning party with a lot of laughs and a tinge of sentimentality, *Breakfast at Sardi's* uses an enterprising host to keep the proceedings going and an ingenious salesman to handle the commercials.

The format of the program is flexible to suit the occasion and the personalities interviewed. Only three features are maintained regularly. They are the presentation of a $25 make-up kit to someone in the audience; a wishing ring ceremony, during which the day's wisher, chosen by lot, has hoped for everything from twins to having her tenants move out; and the "good neighbor" letter of the day. Letter is sent in by a listener who suggests the "good neighbor" to whom the orchid of the day should be awarded.

Tieing in with the "good neighbor" letters which are now scheduled two weeks in advance, the BLUE network, as promotion, notifies local newspaper editors of the nationwide honor to be paid a member of that community. Copy of the letter to be read over the air is also sent to the publications. In line with the localized promotion, editors are urged to direct attention to the broadcast and have a news photographer on hand to cover delivery of the orchid to the town's "good neighbor".

And that is about the only "planned" feature in this informal, impromptu show. Remainder of the laugh-packed half hour revolves about Breneman himself. Not only the mainstay of the show, he gives every breakfast guest the impression that he is having a whale of a good time.

Maybe that's easy for the reason that he *does* have a whale of a time. He panics the guests with his antics and comebacks. But they panic him too, so it's even-stephen. The commercials at *Breakfast at Sardi's*, like the rest of the show, are ad-libbed by Breneman and his women guests. Only words written for the show are the introductions. And they are a story in themselves.

In the early days of the *Sardi* shows a couple of youthful gag writers, Leo Solomon and Alan Woods, dropped in to watch the program. They had done lots of good work in New York, but being unknown in Hollywood, the boys were having a tough time of it. Upon invitation they started breakfasting with us. Over the breakfast table Leo and Alan started supplying our show's young announcer-producer, John Nelson, with gags to use for introductions of Breneman as programs hit the air.

Those introductions "killed" the audience, and started the shows off with a bang. They gave 40-year-old Breneman and his frailties (graying, thinning hair, doubling chin, a slight chubbiness) a real working over. Shortly, Solomon and Woods landed a berth with NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes), and they were on their way. In appreciation for those free breakfasts, they wouldn't and won't take any pay for their wise-cracking openers. With Carl Pierce recently taking over as producer-announcer on resignation of Nelson to join the Navy as ensign, Solomon and Woods continue that policy of supplying those openers gratis while their other writings now rate big money.

Some insight into Breneman's good-natured character is revealed by the fact that every morning his laugh at the introductions is the one that boom's out over everyone else's. Breneman has a real respect for superstitions. One of his strongest concerns those introductions. He'll never ask to see the gags. Tom receives them cold, just when the audience does. He gets a tremendous kick out of them too.

Keynote of 95% of the mail that expresses views on *Breakfast at Sardi's* is that it's great to have such an informal laugh-filled program in these serious times—particularly in the morning. Perhaps half the letters praise Breneman's cheery infectious laugh. About one letter in every 11 is from a man. Breneman rates at the top of his huge letter pile those he's received from inmates of Folsom penitentiary, California's penal institution. Those really tough boys have voted *Breakfast at Sardi's* the most popular daytime program. Folsomites write they never miss a show "because you never know what's coming next and because it's so off-the-cuff."

For anyone who doubts that *Breakfast at Sardi's* is the most off the cuff of these shows, there is the saga of Joe, a mountainous, slow-talking, ordinary express truck driver. He started coming to Sardi's way back in the days when

BEING GOOD NEIGHBOR of the Day on *Breakfast at Sardi's* on the BLUE was the thrill of a lifetime for Mrs. Fred Yates who received a dozen American Beauty roses from Tom Brenaman (r) when he interviewed her and Mr. Yates (c) in the studios of WINN, Louisville. Mrs. Yates each weekend plays hostess to dozens of servicemen at her home. Since her appearance on *Breakfast at Sardi's* early in March Mrs. Yates has received letters, cards and telegrams from 13 states, as well as more than 300 telephone calls from local citizens offering to help her find rooms for the soldiers she looks after each week. And because of the program a woman whom Mrs. Yates befriended with a loan 24 years ago returned the money. The woman heard Mrs. Yates during the broadcast.

This Is What They Say About **WROK**

"We want to thank you for the fine co-operation you have been giving Feen-A-Mint's 'Double or Nothing' show . . ."
—Wm. Esty & Co., New York

"You have been grand in offering us the splendid cooperation of your station facilities. Such unusual acts of courtesy are the backbone of cordial relationships."
—Jewel Tea Company

"This is certainly swell cooperation and we do appreciate it."
—Franklin Bruck Adv. Corp.

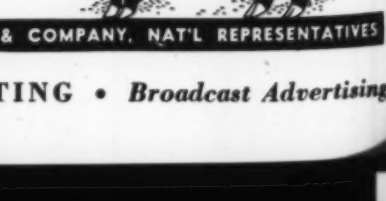
"We are particularly grateful for the job you are doing . . . splendid cooperation!"
—Gillette Safety Razor Co.

ROCKFORD, ILL. — MACHINE TOOL NERVE CENTER OF AMERICA . . . . . LOCATION OF CAMP GRANT
WROK is Represented Nationally by HEADLEY-REED

kglo
MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET



NOW 5000 WATTS

F. C. EIGHMEY
General Manager

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

the program was released locally in Los Angeles only. His reason for coming around was to pick up the "good neighbor" orchid of the day and air-express it to the "good neighbor".

Eventually Breneman started chatting with Joe. He too started getting fan mail. Some of the mail contained jokes for Joe to pull on Tom. He started pulling them—and that was the start. Joe received in excess of 350 letters weekly from the Pacific Coast states alone during the time he was on the program.

One-Man Show

But *Breakfast at Sardi's* is a one-man show. And all credit for both entertainment and commercial success of the vehicle must go to that one man—Tom Breneman. He's jolly-looking and he *is* jolly. He not only sounds sincere, but he is sincere. Tom brings lumps to throats of the restaurant and air audience alike when reading a moving "good neighbor" letter, or talking to some little 90-year-old orchid winner—because he's got a lump as big as your fist in his own throat at the time.

Breneman does two half-hour *Breakfast at Sardi's* Shows a day now: one to the East, Monday through Friday, 11-11:30 a.m. (EWT), and one for the Pacific Coast, Monday through Friday, 9:30-10 a.m. (PWT). And that's a big load. But his answer, when someone asks him if it isn't working too hard, just about sums up his and the program's success as well as anything can:

"Work?" queries Breneman, "Why those shows are play; I just meander around out there and have myself a good time with the ladies."

And the guy means it!

Television License

PHILCO Radio & Television Corp., Philadelphia, was granted a license by the FCC on April 20 to cover construction permit in part for a commercial television broadcast station. This action, in line with similar ones by the Commission, reflects its policy of allowing television companies to operate with whatever facilities are available, under the difficult conditions of wartime freezing of materials. The grant was on condition that the firm will comply fully with Commission requirements relating to materials and personnel when these become available, or when required by the Commission to do so. Permission was also granted to extend the completion date to June 1, 1943.

Perfume Campaign

PARFUMS L'ORLE, New York, will start a test campaign within the next few weeks. Perfumery will use 20 announcements on stations in cities having a population of from 100,000 to 300,000. Number of cities has not been determined as yet. Parfums L'Orle used radio several years ago, on one New York station. Agency is L. H. Hartman Inc., New York.

TEACH READERS
By Radio to Pay More for Papers, Says Speaker

ARGUING that advertising should be curtailed for the duration, just as food is rationed, Prof. Clyde R. Miller, Columbia U. Teachers College, advocated before the Advertising Federation of America's conference in Boston last week that loss of advertising revenue then could be offset by use of the radio to educate the public to pay more for its newspaper and magazines.

Supporting curtailment was Prof. Colston E. Warne, of Amherst College, who said advertising is inflationary since it continues to create sales.

Opposing curtailment, Prof. George B. Hotchskiss, of New York U., said advertising is necessary toward preservation of a free press and that if the government were to pay for its own advertising in the promotion of the war effort it would be a return to the medieval system of State control.

Prof. F. Allen Burt, of Boston U., also opposing curtailment, denied that today's advertising volume is wasteful of materials, manpower or electric energy and contended that it was hardly likely that Congress would appropriate such sums as $50,000,000 to pay for advertising. That is the amount, he said, contributed in the last year to the war effort.

AGENCY Appointments

TONE LABS., House of Gourielli, and Helena Rubenstein Inc., New York cosmetic firms, to Pettingell & Fenton, New York. No radio at present. Future media plans not set.

SCHENLEY IMPORT Corp., New York, to Peck Adv., New York, for Compania Ron Bacardi Rum. Media plans not set.

GIV INC., New York, to W. L. Vomack, Inc., New York, for Zolvo foot rub. Radio will probably be used.

GOLDMEDAL HAIR Co., Brooklyn, to W. L. Vomack, New York, for Goldmedal hair shampoo. Radio will probably be used.

MASON-SPRINGS Corp., Los Angeles (stationery packs for servicemen), to Hillman-Shane-Breyer, Los Angeles.

42 PRODUCTS Inc., Los Angeles (shampoo, hair oil) to Hillman-Shane-Breyer Inc., Los Angeles.

KEYSTONE MACARONI MANUFACTURING Co., Lebanon, Pa. (San Giorgio spaghetti), to James G. Lamb Co., Philadelphia. Radio, newspapers and car cards will be used.

LUMMIS & Co., Philadelphia (peanuts), planning to expand beyond its present regional distribution, to S. E. Roberts Inc., Philadelphia.

PALISADES AMUSEMENT PARK, Palisades, N. J., to Donahue & Co., New York. Radio and newspapers will be used.

GROVE LABS., St. Louis, to Donahue & Coe, New York, for Grove Vitamin products. Test campaign started recently.

FREEPORT CHEMICAL Co., Boston, to Copley Adv. Agency, Boston, for Magic-Glove, new greaseless, stainless protective handcream. Business publications, newspapers, direct mail will be used.

PIG'N WHISTLE Corp., Los Angeles, (chain restaurants), to Brisacher, Davis & Van Norden, Los Angeles.

DON BERNARD, Hollywood producer of the weekly CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), recently sustained severe eye burns when the chemical he was mixing to purify his swimming pool exploded.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

market data!

Memphis is the cotton capital of the world and the industrial capital of the Mid-South, marketing cotton and cottonseed to the extent of more than half billion dollars.
The Memphis market, according to Sales Management magazine, has the largest income, largest income gains, and the largest population in area in the entire South.

POPULATION	RADIO HOMES
3,092,108	393,518
EFFECTIVE BUYING INCOME	RETAIL SALES
$896,976,000.00	$615,979,000.00
FOOD SALES	DRUG SALES
$112,935,000.00	$21,225,000.00

WMC
MEMPHIS, TENN.
THE "BUY-WAY" HIGHWAY OF THE MID-SOUTH

5,000 WATTS DAY AND NIGHT
Represented Nationally By
THE BRANHAM COMPANY
Owned and Operated By
THE COMMERCIAL APPEAL
Member of
South Central Quality Network
WMC Memphis WJDX Jackson, Miss.
KWKH KTBS Shreveport
WSMB New Orleans KARK Little Rock

KEPPEL IS NAMED AS CBS DIRECTOR

FREDERICK P. KEPPEL, formerly president of the Carnegie Corp., was elected to the CBS board of directors at the annual meeting of stockholders held last Wednesday. Other directors were re-elected. Consolidated income statement for the first quarter of the year, released following the meeting, shows that the gross income of CBS and its subsidiary companies was $11,688,760, up 2.1% from the gross of $11,449,645 for the same period of 1942. Net income was $1,031,671 for 1943, an increase of 4.6% above 1942's net of $987,362. Earnings per share of stock for the quarter were 60 cents in 1943; 58 cents in 1942.

Mr. Keppel

An eminent educator, Mr. Keppel was at one time dean of the college of Columbia U. During the last war he was Third Assistant Secretary of War and later was director of foreign operations for the American Red Cross. He became president of the Carnegie Corp. in 1923, serving in that capacity until his retirement in 1941. He is also a director of the Equitable Life Assurance Society and of the Guaranty Trust Co.

1904 William E. Jackson 1943

WILLIAM E. JACKSON, general sales manager of Westinghouse Radio Stations Inc., headquartered in Philadelphia, died suddenly April 16 at his home in Merion, Pa., of a heart attack. He was 39 years old and had been in good health until his death.

A Westinghouse broadcast executive since 1930, Mr. Jackson had been promoted to general sales manager of the company's stations two years ago. He came from KDKA, Pittsburgh, where he had been sales manager the preceding four years.

In 1930 Mr. Jackson joined the broadcast department of Westinghouse E & M Co. as sales promotion manager. After six months he became a member of the sales staff of KDKA, becoming sales manager four years later. Born Jan. 20, 1904, at Whitaker, Pa., Mr. Jackson attended Carnegie Tech in Pittsburgh, leaving college to join the advertising department of the Westinghouse International Co. In 1926 he left to become advertising manager of the National Electric Products Corp. in Pittsburgh, remaining until 1930, when he became associated with the broadcasting industry.

Surviving are his widow, Dortha Grover Jackson, and three children, Patricia, 11; Robert, 9, and William Jr. 6. Burial was in Pittsburgh.

MR. JACKSON

Dictionary on 30

IN ADDITION to an extensive spot campaign for *Complete Book of Sewing*, Book Presentations, New York, is promoting *Webster's Dictionary* on a total of approximately 30 stations. Drive started several months ago and will continue for another month. Raymond Spector, New York, handles the account.

NBC Program Unit Headed by Cooper

New Department Will Develop Shows, Ideas and Talent

CREATION of a new program development division, headed by Wyllis Cooper, author and producer, recently in charge of the NBC program *The Army Hour*, was announced last week by C. L. Menser, NBC vice-president in charge of programs.

The new division, according to Mr. Menser, "will be concerned with the development and organization of new programs, the consideration of new ideas and the development of new talent, as well as with the constant review of programs already on the air."

Aided by Bennett

Mr. Cooper will be assisted by Tom Bennett, NBC staff composer, who will specialize in developing musical talent. Lester O'Keefe, head of NBC's production department, will coordinate his work with the activities of the new division, and additional personnel will be announced later.

When Mr. Cooper joins NBC, the team of Menses and Cooper will be working together **again** as they did in Chicago headquarters of NBC several years ago. At that time, the pair created such shows as *Lights Out*, and Montgomery Ward's *Immortal Dramas* series, as well as several daytime serials, which first came to the air in Chicago. Since then, Mr. Cooper has worked with various advertising agencies, has done script writing for both films and radio, and has produced many important programs. Mr. Bennett is noted for his mood music creations for many radio plays, as well as for his development of Dinah Shore as a network songstress.

Spot Buyer List

SPOT TIME GUIDE and Advertiser List, issued quarterly by National Radio Records, New York, for use by station managers and sales managers, lists 263 advertisers purchasing spot radio time at least one month during the first quarter of 1943. Of the total, over 95 per cent are national spot accounts, or those in the habit of buying time on two or more stations in two or more markets. NRR also announced that 114 advertising agencies as NRR members are reporting the activity of 603 different spot accounts, representing 70 per cent of the total number of national spot accounts in the country.

Tide Water Apoints

TIDE WATER ASSOCIATED OIL Co. (Western Division), San Francisco, has named Buchanan & Co., that city, as agency effective May 1. Ray Randall, San Francisco manager, is account executive. Foote Cone & Belding, San Francisco, formerly serviced the account.

WHAT'S THE WDBJ PRIMARY GOT IN BUYING POWER?

BETTER THAN A THIRD OF A BILLION DOLLARS!

OFFHAND, how many $350,000,000 markets can you think of that you can cover completely with only one radio station?

The 27 Roanoke-Southwest Virginia counties in WDBJ's primary area (daytime) have $352,607,000 in buying power —actually 25.8% of Virginia's total!

You can reach this big, responsive market with one radio station—WDBJ. In fact, you *need* WDBJ—because it's the only station that gets clear reception at all times in all of the area's 120,348 radio homes.

May we show you what this means in *results* for WDBJ advertisers?

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Nat. Representatives

WDBJ ROANOKE VA.

Westinghouse Men Taking New Posts

Morris Is Manager at Sunbury; Miller Heads Applications

WITH THE promotion of E. T. Morris, former manager of sales in the Westinghouse Radio Division, Baltimore, to general manager of manufacturing at the Westinghouse radio plant in Sunbury, Pa., C. W. Miller, formerly eastern industrial manager of Westinghouse in New York, last week was appointed application manager of the Radio Division, headquartered in Baltimore.

Mr. Miller, who will direct the division's work involving the application of radio to needs of the Signal Corps and the Navy, as well as to industry, has been with Westinghouse since 1927, after graduation from Cooper Union Institute of Technology in New York. He holds a degree in electrical engineering.

Mr. Miller

Mr. Morris

Mr. Morris assumed his new duties at Sunbury, Feb. 10. He started with Westinghouse as a student engineer after graduating from Massachusetts Institute of Technology in 1928 with an electrical engineering degree. In 1926 he graduated from Virginia Military Institute. Rising through the ranks, Mr. Morris was sales engineer in the Railway Division and in 1936 was transferred to radio sales in Baltimore. In 1940 he was assigned to the sales unit handling large-scale radio equipment for broadcast stations and was appointed manager of radio sales last year.

Mr. Miller, after completing a year of graduate study at Westinghouse, in 1928 was made assistant in the company's New York office. From 1929 to 1939, in New York, he handled company business with communications concerns. Until named eastern industrial manager in 1941, he was for two years supervisor of the company's Construction Industry Section. He was born in Astoria, L. I., and is a member of the American Institute of Electrical Engineers.

Stowin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

Frank Has Steaks

FRANK FALKNER, chief engineer of CBS, Chicago, is also a cafe owner and restaurateur. He is the owner of the elaborate Static Club recently opened at 116 E. Walton Pl., Chicago. In a cordial invitation to NAB'ers, Frank reports that he still has steaks.

WCLE-WHK to Carry Cleveland Ball Games

FOR THE FIRST time in broadcasting of Cleveland baseball, one sponsor, the local Spang Baking Co., is undertaking the entire show. WCLE is carrying the regular daytime games, and WHK the Sunday out-of-town games and second sessions of double-headers. WCLE has special FCC permission to broadcast two night games in May. If no further permission is forthcoming, WHK will carry the night engagements as schedules permit.

Jack Graney and Lew Henry, who have participated in the airing of the play-by-play descriptions before, will be back on the job. Commercials will be centered upon Spang's enriched bread.

Business is being placed through Carpenter Advertising Agency in Cleveland.

BERT PRAGER, who has resigned as radio director of Donahue & Coe, New York, has been classified 1-A and is scheduled for Army induction around May 19. Mr. Prager has continued with the agency following his resignation a month ago, pending the appointment of a successor.

'Shadow' Transcriptions Placed on More Outlets

WITH five new subscriptions and one renewal for the *The Shadow*, the transcribed mystery series, produced by Charles Michelson, New York, has now been taken by a total of 128 stations. Furniture and department stores, as well as flour and baking concerns are among the latest sponsors.

Stations, and advertisers include: WAIR, Winston-Salem, Doby's Baking Co.; WWNC, Asheville, Earle-Chesterfield Mills; WGAC, Augusta, Ga., Jones Furniture Co.; KTTS, Springfield, Mo., Schwab Bros. Dept. Store; WFBM, Indianapolis, Ideal Furniture Store, and WCSC, Charleston, Clausen Baking Co. (renewal).

Other stations acquiring Michelson programs follow: WRAL, Raleigh (*Smilin' Ed O'Connell*), Rhodes Collins Furniture; WSIX, Nashville (*Liberty Short Stories*), Brown Furniture Store; WMAQ, Chicago (*Five Minute Mysteries*), Harvester Cigars.

USE KQW

TO COVER

SAN FRANCISCO OAKLAND and the BAY AREA

● OUTSTRIPPING THE NATION IN PAYROLL GAINS

Of the 14 principal U. S. cities, San Francisco LEADS NATIONALLY in payroll gains . . . is second nationally in employment gains . . .

● MORE PEOPLE

More than 2,000,000 people live in the SAN FRANCISCO BAY WAR MARKET—not including naval, military and mercantile marine personnel in the foremost supply and naval port of the war-teeming Pacific.

● INTENSIVE COVERAGE

Concentrated within KQW's INTENSE LISTENING AREA is this San Francisco Bay War Market where **more people** have **more money** to spend!

KQW

The COLUMBIA Station

740 K.C.

5000 WATTS DAY AND NIGHT

SAN FRANCISCO STUDIOS - PALACE HOTEL

Represented Nationally by

EDWARD PETRY & COMPANY, Inc.

Pacific Agricultural Foundation, Ltd., San Jose

WSJS
Winston-Salem
N. C.

Coverage of North Carolina's Rich "Heart of the Piedmont" with a punch signal of

5000
Watts—Full Time

Delivered at that choice spot on the dial—

600 KILOCYCLES

Blanketing the Tar Heel "Tri-Cities" with programs from "The Network MOST People Listen to MOST"!

(250 watt rates still in effect—for a short time!)

Representatives
Headley-Reed Co.

NBC
Station For
Winston-Salem
and
Greensboro
and
High Point

Wrigley Travels Shows To Promote War Drives

COOPERATING with the Office of War Information, Wm. Wrigley Jr. Co., Chicago, is sending out a road-show of its own CBS program *Keep the Home Fires Burning* to various regions for boosting war effort campaigns. At present a special program titled *WAAC Caravan* is touring New England cities broadcasting Monday through Friday at 5:45-6 in the interest of WAAC recruiting on 15 CBS New England stations. Simultaneously the regular program, *Keep the Home Fires Burning*, with Caesar Petrillo's orchestra, originating out of WBBM, Chicago, is broadcast to the remainder of the CBS network. A program of music and dramatic sketches, the *WAAC Caravan*, is making personal appearances each day in a different New England locality. Similar radio troupes, to be dispatched to various areas in promoting, recruiting and manpower drives, will probably be organized by the Wrigley Co. Agency is Arthur Meyerhoff and Co., Chicago.

B & B Names Pooler V-P

CHARLES A. POOLER, director of the research department of Benton & Bowles, New York, since May 1942 was elected a vice-president at a recent meeting of the agency's board of directors. Prior to joining B & B in 1941, Mr. Pooler served for a year as director of research of Ward Wheelock Co., New York, and Philadelphia, and was previously with the market research division of Lever Bros. for a period of 10 years.

New Carter Product

TO INTRODUCE its new product, Superin Aspirin, Carter Products Co., New York, within the next two weeks will introduce cut-in announcements on all West Coast stations of the BLUE which carry the Sunday evening *Inner Sanctum Mystery* program, currently promoting Carter's Little Liver Pills. The live announcements are in the nature of a test campaign for the new aspirin product, according to J. Walter Thompson Co., New York, agency appointed last fall to handle Superin.

WEEI's 'SCHOOL' REALLY WORKS

Twelve of Fellows' Men 'Graduate' and Seven Get Jobs Immediately in New England

BEST WAY TO TEACH prospective announcers the mysteries of sound effects is—show them. Marjorie Ochs, manager of transcription and sound effects department at WEEI, Boston, makes a demonstration for a class (l to r): Cornelius Scanlon, Hyman Swetzoff, John Morse, Bill Sherman, Vincent DiMestico and Paul Badgers.

WHEN Harold E. Fellows, general manager of WEEI, Boston, decided to train new announcers for his own staff he also agreed to pass 'em along to other stations in New England needing help.

So—he made announcements on the air and a newspaper carried a story and 600 candidates showed up; 130 being women. (They got the brush off, announcing still being for men, according to Mr. Fellows.)

From All Walks

Candidates had to be deferred from military service. They represented all ranks and layers of life including ministers, lawyers and politicians; newspaper men who felt they could write and therefore could read news; a blind man who said he could translate from Braille and who proved his aptitude by fastening his "copy" to his vest and reading it in Braille fashion with his fingers.

Auditions were brisk, 125 men being interviewed nightly. Each man met Arthur Edes, radio director for Emerson College, Boston, who had been placed in charge of the auditions. Applicants were eased into the audition copy by kindly attention and were graded on personality, voice, appearance and adjustability.

Twelve were selected. One was a small town postoffice clerk, one a camp counselor with an AM from Harvard in languages; one an Iowan, and aide to a psychiatrist. Others represented diversified fields of endeavor—a semi-professional boxer and a front man for an orchestra.

And they were graduated, too. Mr. Edes tutored them—diction, phrasing, voice control and clock reading. And radio nomenclature and how to present commercials.

"Graduation Address"

Mr. Fellows gave the "graduation address" and urged them to make the best deal possible, whether with his station or another. In fact he put them in touch with possible openings.

The result: two men went to WLAW, Lawrence, Mass.; two went to WJAR, Providence; two stayed at WEEI, and one went to WORC, Worcester, Mass. The other five are holding off until summer when they are eligible to take work.

They're going on with a second class at WEEI.

kglo
MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET

THE Pork Barrel MARKET

NOW 5000 WATTS

F. C. EIGHMEY
General Manager

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

Dedicated to Victory

(*Continued from page 25*)

change of listening habits and the need of new program techniques all crowd the minds of station and network operators. At the War Conference, the latest information on these questions will be supplied by Chairman Fly, of the FCC; Elmer Davis, Director of OWI; Byron Price, Director of Censorship; Frank McIntosh, Radio Division, WPB; Col. R. Ernest Dupuy, Chief, News Division, Bureau of Public Relations, U. S. Army; Lawrence A. Appley, Executive Director, WMC; Lindsay Wellington, of BBC; Lieutenant Commander Morgan Reichner, of the Navy, and many other speakers.

No Bystanders in Total War

In total war there are no bystanders. How best to reach all our citizens—how to give them the pertinent information regarding rationing and conservation—how to stir them to their full effort—present our government with its most difficult problems. Radio has been the answer in many cases and working in close cooperation with the OWI has produced remarkable results.

Programming to the changing wartime needs of the American public will give radio its greatest test this coming year. Different shades of meaning are being added to operation "in the public interest, convenience and necessity." A new psychology of programs may become manifest. Directorship will carry an increasing burden. Ingenuity will be important but not so important as sympathy and understanding. There can be no doubt that radio will cross these new horizons, drawing upon the vigor and honesty which have endeared it to the people of America.

The physical aspects of broadcast operations will continue to present grave problems so long as manpower and critical materials are consecrated to the winning of the war, and they will be so consecrated until the war is won. Selective Service officials at national headquarters deserve the thanks of the radio industry for their sympathetic understanding and consideration of our manpower problems. Likewise, the War Production Board has displayed keen appreciation of the need for equipment in the operation of transmitters and receiving sets.

Underneath it all lies the reassuring fact that the Government, through its spokesmen, has stated that it will not allow serious damage to America's civilian communication system in wartime. Radio realizes, however, that it must cooperate in the maintenance of its equipment and must train personnel not subject to induction as a safe and patriotic expedient.

Postwar aspects will claim consideration at the War Conference. It has been estimated that wartime developments have advanced commercial television as much as five years. No one can prophesy what the future holds. Broadcasters realize that although television is within their general field, they will not "inherit" it merely because they hold broadcast licenses. The same is true of many new developments in the radio field, all of which broadcasters are studying in preparation for their place in the postwar world.

This industry will never lose sight of the importance of "free radio." Radio is free today because in times of peace "free radio" was protected vigorously. However, freedom can be lost, not all at once, but by gradual stages. In times such as these we must be careful while solving immediate problems that we do not give hostages to the future, which would prevent radio from playing its part in a "postwar world", serving a free people through "free radio."

The future holds much for broadcasters but fighting this war is their sole objective now. The War Conference is dedicated to radio's direct contribution to victory.

New CPP Half-Hour

ALTHOUGH the contract had not been signed last week when BROADCASTING went to press, Colgate-Palmolive-Peet Co., Jersey City, seemed practically definite in its decision to sponsor a musical program titled *Million Dollar Band* on NBC in the Saturday 10-10:30 p.m. period for which it contracted some time ago. Series will feature Barry Wood's songs, and a mixed vocal chorus called the "double daters." Beginning probably the last week in May, the show will entail shifting Colgate's *Sports Newsreel of the Air* with Bill Stern from 10-10:15 p.m., the same evening to another NBC quarter-hour. Product will be Palmolive Soap through Ted Bates, Inc., New York.

CURT PETERSON, formerly radio director of Marschalk & Pratt, New York, has completed his training at Chanute Field, and has been assigned to the Army Air Forces, Officer Candidate School, Miami Beach.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co • Chicago • New York

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you

MORE RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives

McDONALD RECALLS NAB ORIGIN

Twenty Embattled Broadcasters Met In 1923 —To Cope With—That's Right, ASCAP—

ON THE EVE of the NAB War Conference, the early days of the Association were recalled by Eugene F. McDonald Jr., head of Zenith Radio Corp., Chicago. Twenty years ago in the same city a group of 20 embattled broadcasters got together at the Drake Hotel and formed the trade group. Its immediate objective was to "break the music monopoly of ASCAP", which a few months before had demanded performance fees for the broadcasting of ASCAP numbers.

Of that original group, which met on April 23, 1923, only three besides Comm. McDonald are still active in radio: William S. Hedges, NBC vice president in charge of station relations, who was then radio editor of *Chicago Daily News*, which operated WMAQ; John Shepard, 3d, now head of Yankee Network, and Powel Crosley Jr., WLW, Cincinnati. Frank W. Elliott, then manager of the Palmer Station WOC, Davenport, who succeeded Comm. McDonald as NAB president in 1925 is retired and lives in California.

"We tried to hire Claude Mills away from ASCAP to build our own music organization", Comm. McDonald recalled "but we couldn't secure funds, and the project fell through. We couldn't get the support of the larger radio companies who were operating radio stations. The broadcasters did, however, organize a publishing concern called the Associated Independent Music Publishers, the forerunner of BMI by 19 years.

New Talent Sought

"The new concern attempted to get new composing talent. Announcements were broadcast by the stations informing listeners of the opportunities for aspiring composers, but without financial support the publishing concern folded within a few months.

"Finances were our toughest problem in those days," Comm. McDonald said. "We all chipped in what we could to keep the Association going. We got together about once a month and talked about our mutual problems.

"The first test of spot commercial broadcasting came in 1923. A large Eastern publishing house was stuck with an unusually large run of a radio magazine (I don't recall the name), and they came to us with their problem. We made a deal whereby if they would contribute $1,000 to our sadly depleted NAB treasury, we would ask the stations to broadcast a 'commercial' about the magazine.

Commercial 'Taint'

"Only five out of the 20 members were willing to taint their radio operation with a commercial announcement. The rest argued that they would lose listeners if they started to broadcast commercially. Copies of the magazine were shipped to the five cities where the stations were located and placed on the newsstands. The commercial consisted of an excerpt from the leading article. Within 24 hours the magazines were sold out. I date commercial radio from that date.

"Much of the credit for organizing and maintaining the NAB in the early twenties", Comm. McDonald said, "should go to Paul Klugh, who died last year. A former Chicago music roll manufacturer, he came out of retirement to accept a job as manager of our station, WJAZ. He served as executive NAB secretary without pay and did a splendid job of keeping the group alive and functioning. He later became a vice-president of Zenith.

"Today, twenty years later, radio is on the threshold of its greatest era of development. With aviation and chemistry, radio will dominate the post-war expansion period. But it is not without reminiscent nostalgia that I look upon those foundling days of the broadcasting industry and the birth of the NAB".

In 1923, Comm. McDonald was a pioneer in radio. Twenty years later, he is still a radio pioneer. Under his direction Zenith a few years ago erected Chicago's first FM station, W51C, and the city's first television station, WTZR, both of which are now in operation.

THIS 'VICTORY ROUNDTABLE' was broadcast under sponsorship of the J. L. Hudson Company, leading Detroit department store, via WWJ—and there wasn't a word of commercial copy. Participating were (l to r): Frank N. Isbey, chairman, Michigan War Savings Staff; Walter S. McLucas, chairman of the board, National Bank of Detroit; Harold Tru, moderator, of WWJ; Governor Harry Kelly, and Nate S. Shapero, head of Cunningham Drug Stores and chairman of retail bond sales for Wayne County.

Hallicrafters Cited Again

HALLICRAFTERS Co., Chicago, have again been cited for excellence in the production of communications equipment by the addition of stars to their Army-Navy "E" Burgee. The award was accepted for the company by W. J. Halligan and R. W. Durst.

W. WARD DORRELL, radio director and account executive of Henri, Hurst & McDonald, Chicago, and previously with Paul Raymer, and manager of Westinghouse stations WOWO and WGL, Fort Wayne, has joined C. E. Hooper Inc., as manager of the station reports department.

Fly Hopes All Television Patents Can Be Shared

EXPRESSING hope that after the war some way can be worked out to make available to all manufacturers of television equipment all television patents, Chairman James Lawrence Fly of the FCC at his news conference last Monday declined to "get his neck out further at this time" by making any predictions as to what means might be taken to work out such a program.

It would be natural to expect that the three companies which have done most of the research in television would have most of the patents, he said, though some important ones would be held by other companies and the Government itself might hold some.

in the CONTROL ROOM

GEORGE SPRAGUE, transmitter engineer of WIOD, has received a commission in the Navy as Radio Technician and is stationed at the Naval Air Base at Opa Locka, Fla.

HAROLD STEPHENS of WLPM, Suffolk, Va., has received his 3rd class radio-telephone license. Mr. Stephens has been in radio 10 years and came to WLPM from WFPG Atlantic City, where he was announcer.

MARIE ONNIGAN has joined KPRO, Riverside, Cal. She has held her commercial license for a year, coming up from the rank of "ham" to jobs on KFRO, Longview Tex., and KHUB, Watsonville, Cal. William H. Frost has joined KPRO as chief operator. He has worked at WDSM, Duluth and Superior, and KJBS, San Francisco.

DAVID W. JEFFERIES, until recently connected with the Naval Research Laboratory, Bellevue, D. C., has joined KINY, Juneau, Alaska, as resident engineer-in-charge.

JAMES WILLSON McFARLANE announcer-technician of KMPC, Bakersfield, Cal., has received a commission in the Navy and left April 15 for indoctrination at Tucson.

GINNY SIMMS, star of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes), has been signed to a term contract by MGM. First musical film, as yet untitled, is scheduled for production in May.

SOLID Facts point to the BEST BUY among the four local radio stations in CINCINNATI.

In the last two years, leading department stores in Cincinnati have bought three times as much time on WSAI as on the three other local stations combined.

★ ★ ★

WSAI

The Cincinnati Station of Assured Sales Action

Basic Blue Network . . 5,000 Watts Day and Night

National Reps . . SPOT SALES, INC . . . New York . . Chicago . . San Francisco

House Expected to Cut FCC Men From Public Purse; Communist Link Charged

HOUSE action to bar three members of the FCC's Foreign Broadcast Intelligence Service from the Federal payroll will be asked within the next two weeks, following investigation of the men by the Dies committee and special subcommittee of the House Appropriations Committee.

The Dies Committee had contended that three men, Dr. Goodwin Watson, chief of the analysis section; Dr. William E. Dodd, assistant news editor, and Dr. Frederick Schuman, principle political analyst of the German section, had Communist affiliations [BROADCASTING, Feb. 6, April 15.] A House appropriations subcommittee, under Rep. Kerr (D-N. C.), last week upheld the Dies charges against the first two, but said it "did not find sufficient evidence to support a recommendation of unfitness" against Dr. Schuman.

A report sustaining the Dies charges against Dr. Watson and Dr. Dodd was adopted by the full Appropriations Committee Wednesday. It is expected that the committee will amend its next appropriations bill to bar these two men from the public payroll. A similar action against Dr. Watson last year was thwarted when the conference committee struck the amendment from the Independent Offices Appropriations Bill.

An effort to add a provision cutting Dr. Schuman from the payroll may also be offered, a representative of the Dies committee said. He pointed out that the Kerr committee had not given Dr. Schuman a clean bill of health, but had merely stated there was insufficient evidence against him.

In the case of Dr. Watson, the Kerr committee reported that he was a member of twelve groups which "the court of public opinion has found subversive and un-American". Dr. Dodd was linked with two such groups, and was cited for fraternalizing with Harry Bridges, West Coast labor leader.

"In the organization of our armed forces we know that no officer is permitted to lead our boys upon the battlefronts who advocates a philosophy of destruction and overthrow of our institutions and Government," the report said. "If our military leaders on the far-flung battle fronts have deemed it wise and necessary to safeguard and protect our boys against false and distorted doctrines and philosophies, it would seem necessary and important that we on the home front give a similar safeguard and protection to our soldiers and citizens."

Dr. Watson draws $6,500 a year. Dr. Dodd, son of the former U. S. ambassador to Germany, and political opponent of Rep. Howard Smith (D-Va.) in 1938, gets $3,200. Dr. Schuman's salary is $5,600.

WIGHT IN CHARGE OF ALL WBS SALES

READ WIGHT, Vice-President of World Broadcasting System and manager of World's Chicago office since 1937, has been placed in charge of all sales for the transcription company and has transferred his headquarters to New York. Mr. Wight will continue to spend a week of each month in Chicago.

Mr. Wight

Graduated from Harvard in 1926, Read Wight spent three years as a professional actor and theatrical manager before joining the sales promotion department of Packard Motor Co. in Detroit. A short period as sales manager of the Greenhall Co., New York brokerage house, was followed by a sales position with Procter & Gamble Co. Mr. Wight toured Canada for P&G, later working in the company's Cincinnati office before joining H. W. Kastor & Sons, Chicago, as radio director in 1933.

During his year at Kastor, Wight built and wrote such shows as the Welch Grape Juice Irene Rich series, *You Be the Judge* for Teaberry Gum and also introduced one-minute transcriptions on a national scale for Pluto Water. He joined World in June, 1934. He is married and has two children.

Fightin' Fiddler

FROM Howard Chernoff comes a note on a "very aggressive type of hillbilly" employed on WCHS, Charleston, W. Va. Donald Layton, 23-year-old base fiddler on the station is now shooting the guns of an Army Air Forces plane in North Africa. Stepping up the rhythm he learned as radio musician, Donald played his theme song "You'll Never Smile Again" and shot down two Axis planes.

Searle on New Job

DON SEARLE, new general manager of KGO, San Francisco, has arrived at his new post and taken on a tour of his staff by Don E. Gilman, vice-president in charge of the BLUE network's Western division. Mr. Searle formerly was manager of KOIL, Omaha, and KFOR, Lincoln. He succeeds at KGO, W. B. Ryan, who moved to the general managership of KFI-KECA, Los Angeles.

B&B in Canada

BAUER & BLACK (Canada), Toronto (Blue Jay corn plasters) on May 17 starts one-minute musical transcribed spot campaign five times weekly on 18 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

Cheers
FOR 18 WINNERS

– the radio champions who led the field in the 1942 Fame-Motion Picture Daily Poll–all heard over

WMAQ

BILL STERN — Best Sports Announcer.

BING CROSBY—Best Master of Ceremonies, Best Male Vocalist (popular).

KEN CARPENTER — Best Announcer.

FANNY BRICE — Best Comedienne.

FIBBER McGEE & MOLLY—Best Comedy Team.

RICHARD CROOKS — Best Male Vocalist (classical).

TOSCANINI—Best Symphonic Conductor.

BOB HOPE—Champion of Champions, Best Comedian, Best Comedy Show.

DINAH SHORE—Best Female Vocalist (popular), Year's outstanding New Star.

VIC AND SADE—Best Daytime Serial.

ONE MAN'S FAMILY — Best Dramatic Serial.

KRAFT MUSIC HALL—Best Variety Program.

INFORMATION PLEASE—Best Quiz Show.

ARMY HOUR—Best Government War Program.

These stars-of-stars have built and are holding a vast radio audience for your campaign. In the great Chicago Market, it's

WMAQ

THE STATION MOST PEOPLE LISTEN TO MOST

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

Purely PROGRAMS

THUMBING through the Indianapolis telephone directory, calling numbers at random, Ralph Edwards, originator of *Truth or Consequences*, sat at a WIRE microphone and aired his conversations with participants on what men and women are doing in war production and what women are doing to replace men in essential activities. The conversations contained specific advice about ways women can help in war work, inquiries regarding family members already in war work, and instructions about manpower needs in the community and where to learn more about the subject. The program, handled by Mr. Edwards on the eve of his appearance in Indianapolis on the War Bond selling tour of *Truth or Consequences*, is titled *Know Thy Neighbor* and will be m.c.'d on WIRE by Wally Nehrling on Friday nights 9:30-9:45 (PCWT).

* * *

Coffee Chorus

ADDED FEATURE of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes, tobacco), are the two $100 War Bonds now awarded to serviceman and civilian submitting winning chorus for the tune, "I Love Coffee, I Love Tea". Original was written by Vick Knight, producer of The Biow Co. on the weekly half hour series. He is turning over all royalties accruing from its publication to a birthday party fund for service men away from home. In addition to the weekly awards, two $1,000 War Bonds will be given as grand prizes at the end of four weeks.

Feature Quotes

TWO new programs have been added to WCAU, Philadelphia. *Open House*, 3:30-4:30 p.m., is used to introduce new talent. Program includes, besides guests, Ross Mullholland and Hugh Walton sharing m.c. duties; Jimmy Saunders, Doris Havens, Marion Mason, Dolores O'Neill, Bon Bow, Elizabeth Hill, Gene Connolly, the Merry Malones, the Velvet Violins and Johnny Warrington's studio orchestra. Spontaneity features the show, which follows no set format. The second program *Quote and Unquote*, 11:55 p.m. to midnight, features Robin Flynn in quotes from news analyses and columns carried by Philadelphia newspapers.

* * *

Listener Phones

A CASH GIVEAWAY program, with listeners telephoning the station instead of the station calling the listener, is sponsored daily at 10:30 a.m. by the Baltimore Markets, chain stores, on WFIL, Philadelphia. A dart is thrown at a map of Philadelphia to determine the winners. When an address in one of the city blocks is announced, the first resident of that block to call the station within two minutes gets a prize. The listener does not have to be at home to be eligible.

How It grows

ALLYING ITSELF with the Victory Garden group of the Civilian Defense Volunteer Office, WEAF, New York, is participating in a project to plant model victory gardens on a plot on the Charles M. Schwab estate, one of the "show places" of New York. Following the official opening, featured with a special broadcast on WEAF, the station is presenting weekly reports on the progress of the gardens, including official, practical information for amateur gardeners, tieing in with the problems encountered in the "Victory Garden." Station is installing lines to the Schwab estate to carry the programs. Merton Emmert, farm authority of WEAF, will also cover the project in his daily *Modern Farmer* program, heard 6:30 a.m. Emmert and other garden experts will supervise the work of several families selected by the CDVO to cultivate the plot.

* * *

Spanish Lessons

IN THE LATIN trend, KMOX, St. Louis, is rebroadcasting transcriptions of Spanish lessons that originate on WQXR, New York, under direction of Time, Inc., publishers of *Time* and *Life* magazines. The St. Louis Spanish series is sponsored by the Chamber of Commerce, which distributes study sheets to accompany the course. Primarily entertainment, based on the efforts of an American businessman to learn Spanish, they are intended as a supplement for regular lessons.

* * *

News for Children

NEWS of world and local events written in terms understandable to elementary school children is broadcast over WSNY, Schenectady, 9:45-9:55 a. m., Tuesdays and Thursdays, under sponsorship of the Northeastern Radio Council. Results show the program, written by P. Schuyler of Schenectady Education Dept., is the greatest single stimulus for map study in the schools. Children are also led to further study of the peoples and countries mentioned in the news.

For Debates

IN COOPERATION with the Treasury Department and the OPA, OWI and OCD, Mutual starts a program for students in the nation's high schools April 20. Titled *My Part in the War*, the five-week series will feature talks by Dr. Thomas Briggs of Teachers College, Columbia U. Dr. Briggs will discuss various topics of public interest related to the war effort, with the intent of presenting material for debates among high-school listeners. Listening groups will be organized throughout the country.

* * *

'Truth' Sells More Bonds

WITH THE SALE of $10,619,432 in War Bonds for admission to the Indianapolis broadcast of *Truth or Consequences*, the NBC quiz program has in five weeks passed its goal of $20,000,000, figure set for a 13-week bond selling tour which started in Pawtucket, March 11. War Bond sales at Indianapolis are said to top all standing sales records at any broadcast, show, rally or drive.

* * *

Juke Box Night

LIST of latest song hits that are to be played on the program *Juke Box Saturday Night* is read over the air, with an invitation to the listeners of WCED, DuBois, Pa., to call in and vote for their favorite. Running from 7:30 to 9:00 Saturday night, with most of the time sold to local and national sponsors, the program features both old favorites and modern tunes. The number winning the Saturday night voting is used as a theme song by a local sponsor for the program following.

* * *

Freedom Speaks

USING on each broadcast several speeches on freedom made by world leaders during and just before the present war started, KEX, Portland, Ore., presents *Freedom Speaks* each Sunday night at 9:15. Lipman, Wolfe & Co., local department store, sponsors the new 15-minute program, with commercial copy, brief and strictly institutional, being used largely for Red Cross messages.

* * *

Radio Jamboree

FIRST in a new series of programs to be sponsored by various large manufacturers to strengthen Southern Connecticut's war effort was held last week in Hartford and broadcast by WTIC. Governor Baldwin and Wythe Williams, news commentator, spoke, and Gene and Glenn, WTIC comedians, conducted a humorous quiz among 2,500 employes of the Niles-Bement-Pond Division of Pratt & Whitney who attended the radio jamboree.

Hit It Hard · *But Now!*

Batting-average of the Per Capita Buying Power of this new rich market is up . . . leads U. S. average by $111.*

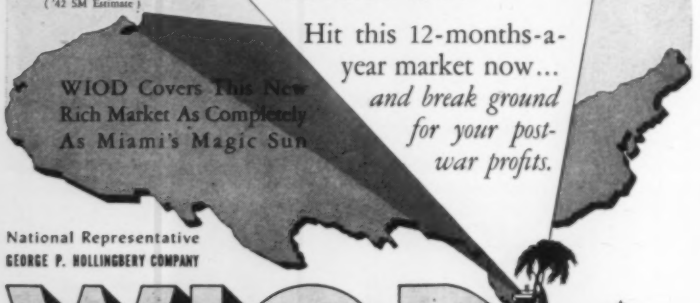
Annual income over ($320,000,000) in 1942 exceeds tourist income in any year.

In dollar volume Miami's share represented over 47% of *total retail sales* in Florida's three major markets in 1942.

Hit this 12-months-a-year market now... *and break ground for your post-war profits.*

'MIAMI (Dade County) Effective Buying Power Per Capita $982
U. S. Average . . . $871
('42 SM Estimate)

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun



National Representative
GEORGE P. HOLLINGBERY COMPANY

WIOD MIAMI

5,000 WATTS
610 KC
NBC

5000 WATTS FULL TIME
DIRECTIONAL (PM)

MORE POWER
MORE LISTENERS
MORE SALES

$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH · JEWISH · ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

PAINTING DONATED by Artist Tom Lea was auctioned by KTSM, El Paso, during an evening-long War Loan Jamboree, brought $275,000 in War securities from the El Paso Electric Co., and stimulated total sales of a million-and-a-quarter. Titled "Pass of the North", the painting is the final working model of a mural in the El Paso Federal Court House. With the painting (l to r), are the artist, KTSM Manager Karl Wyler, and E. H. Hill, president of the utility company, which is a radio user.

* * *

Saturday Smorgasbord

CREATED for the Saturday morning women's audience, 10-10:30 *Saturday Smorgasbord* started on KSTP, Minneapolis-St. Paul, April 24, featuring Randy Merriman in Dollars for Dillies, which pays cash for audience participation in stunts and for odd objects; Del Franklyn heading the White Elephant Club, a swap-shop activity; announcing by Jimmy Valentine, Bee Baxter m.c.ing, with music by a combination under Leonard Leigh, musical director. The Little Gem department includes dramatic cast and verse-speaking choir.

* * *

Shortwave Relay

RELAYED from the shortwave stations of various United Nations countries, summaries of war communiques and domestic news are presented on BLUE in a weekly half-hour world news round-up program, entitled *United Nations News Review*. News is prepared at the point of origination and is read in English by an announcer. RCA Communications Inc. receives the foreign transmissions. Program is designed to further the "good neighbor" policy.

When you see the
Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of

CHNS

The Key Station of the
Maritimes at Halifax
Rep: WEED & CO

Blind Date

A WEEKLY DATE for a man in uniform is provided by KTUC, Tucson, Ariz., on a half-hour weekly program called *Blind Date*. The Special Service Officer of the Army air base at Tucson each week selects a soldier on the basis of meritorious service, while the Women's Defense League selects the girl. Boy meets girl on the broadcast and they attend a dinner and dancing party provided in their honor by a local Tucson hotel.

* * *

Manpower Quiz

QUESTIONS and answers on the nation's manpower problem are featured on a weekly quarter-hour Mutual program begun April 12, titled *Manpower Ltd.* Theodore Granik, moderator of Mutual's *American Forum of the Air* conducts and directs the series. Fowler V. Harper, deputy chairman of the War Manpower Commission, answers questions submitted by Mr. Granik, or by individuals whose voices are picked up from various parts of the country.

* * *

Stump The Band

STUMPING musicians of the WDGY, Minneapolis, staff orchestra is the aim of John McKnight, announcer, as he reads listener requests "cold" in a program titled *The Stump Us Boys.* Sponsored by the Manchester Biscuit Co., Monday through Friday, 1:45-2 p.m., the program has drawn as many as 1,200 pieces of mail in one day.

* * *

Students Participate

TO KEEP housewives informed on food rationing developments, WNYC, New York, has augmented its consumer broadcasts. Current schedule calls for three broadcasts daily by members of the city's department of markets, an additional talk by a member of the CDVO, and several weekly features, including a program in which NYU students take part.

* * *

Davis Follower

FOLLOWING Elmer Davis on NBC Friday nights, KGW, Portland, Ore., has started a 15-minute program handled by Day Foster, war program manager, in which the head of a local Government agency is interviewed on some phase of the war effort. The show is aired from the local War Information Bureau.

* * *

Backyard ABC

BACKYARD farmers of Louisville get help from WAVE in the form of booklets called *The ABC of Victory Gardens.* The books contain 32 pages of information for every size garden and during April are sent free to listeners on request. Defense plants in the area have distributed hundreds of the booklets for employees planning victory gardens.

* * *

Home Front Facts

REPORTS on acts of OPA, Civilian Defense and other agencies effecting wartime living are aired on *The Civilian Defense Calendar*, nightly on WMRN, Marion, O., by the Universal Cooler Corp. of Marion and the Ohio Locomotive Crane Co., Bucyrus.

WHEN YOU NEED AN UNBREAKABLE RECORDING BLANK

USE THE PRESTO MONOGRAM

. . . a paper composition base disc that will safely withstand mailing, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40°F. or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presto Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 and 16 inches. Order a sample package of 10 discs today.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Nil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1440

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 17 TO APRIL 22 INCLUSIVE

Decisions . . .

APRIL 20

KOBH, Rapid City, S. D.—Denied motion for grant of CP install new transmitting equipment, and change transmitter location, DA-N, change 1400 to 610 kc., 250 w. to 5 kw.; designated further hearing on additional issues; granted petition of WDAF to intervene in hearing.

WMAN, Marinette, Wisc.—Denied petition for reconsideration of Dec. 15, 1942, hearing order on appliation for mod. license to increase power and grant without hearing.

West Allis Broadcasting Co., West Allis, Wisc.—Denied petition for reconsideration of Commission order of Jan. 4, 1943, denying CP for new station.

WPTZ, Philadelphia—Granted license cover CP in part for commerial television station; extended completion date.

Balaban & Katz, Chicago—Granted CP for experimental television station using facilities of WBKB, Channel 2, 4 kw. peak visual, 2 kw. aural, A5, special for FM (aural) emission.

W3XO, Washington, W9XYH, Duluth, W8XFM, Cincinnati W2XWG, New York—granted licenses for temp. Class 2 experimental broadcast stations.

FM stations granted license renewals to May 1, 1944: **W45V W47NV W47P W49FW W51C W51R W53H W53PH W55M.**

W5XAU, Oklahoma City—License extended temp. pending decision on renewal application.

W9XLA, Denver—Same.

W45BR, Baton Rouge—License extended temp. pending receipt of and action on renewal application.

Non-commercial educational stations granted license renewals to May 1, 1944: **WBOE, Cleveland, WIUC, Urbana, WNYE, Brooklyn.**

KALW, San Francisco—(Educational) License extended temp. pending action on application for license renewal.

WBKY, Beattyville, Ky.—Same.

W8XUM, Columbus—Granted license renewal to March 1, 1944 (facsimile).

W9XWT, Louisville, Ky.—Same.

W2XWE, Albany, N. Y.—License extended temp. pending receipt of and action on renewal application.

W2XBD, Schenectady—Granted license renewal to April 1, 1944 (ST).

APRIL 21

KGNC, Amarillo, Tex.—Granted continuance hearing on mod. license for 860 kc., 500 w. N, 5 kw. D, unlimited to June 3, 1943.

WLAP, Lexington, Ky.—Granted postponement to June 28, 1943, hearing on CP for 630 kc., 1 kw., unlimited, DA-DN.

WHKC, Columbus, O., KXOK, St. Louis, WMAL, Washington—Granted petition to intervene in WLAP hearing.

WKRC, Cincinnati—Denied petition to intervene in WLAP hearing.

April 22

KDYL, Salt Lake City—Scheduled oral argument May 12 on application for CP change frequency, increase power, etc. (Proposed Findings of Fact and Conclusions No. B-171).

KXYZ, Houston, Tex.—Granted license to cover CP for change frequency, increase power, etc.

KTHR, Houston, Tex.—Granted license to cover CP new transmitter, etc.

Applications . . .

APRIL 19

WSJS, Winston-Salem—License cover CP as mod. for new equipment, DA-DN, change frequency, increase power, move transmitter.

Roy C. Kelley, Grand Rapids, Mich.—Authority to transmit programs to CKLW, Windsor, Ont., from Grand Rapids.

KRNR, Roseburg, Ore.—Mod. license increase 100 w. N, 250 D to 250 DN.

WTAL, Tallahassee, Fla.—Vol. assignment license to Capital City Broadcasting Corp.

APRIL 22

NEW, Edwin H. Armstrong, Alpine, N. J.—License for High Frequency Broadcast station on 43,100 kc., covering 15,610 sq. mi. (Formerly experimental station W2XMN).

WDLP, Panama City, Fla.—Modify license increase power from 100 w. day, 250 w. night to 250 w. fulltime.

NEW, Frequency B'casting Corp., Brooklyn—Reinstate application for CP on 43,700 kc., covering 14,400 sq. mi.

Tentative Calendar . . .

WLAP, Lexington, Ky.—CP 630 kc., 1 kw., unlimited; DA-DN (April 26). Petition for postponement pending.

WJRM, Elkins, W. Va.—Mod. CP for 1240 kc., 250 w., unlimited (April 29).

KGNC, Amarillo, Tex.—Motion continue hearing scheduled May 3 (April 21).

Hartley to WOV

ARNOLD HARTLEY, program director of WGES, Chicago foreign language station, on May 11 will head the program operations of WOV, New York. Mr. Hartley, a graduate of the U. of Chicago, attended the Sorbonne, Paris, speaks French, German, Italian, Spanish, and is an expert on foreign language programming.

GENERAL ELECTRIC Co. and affiliates have subscribed to $39,500,000 in U. S. Government Second War Loan bonds, according to Gerard Swope, president.

Swiss Colony Series

ITALIAN SWISS Colony, San Francisco, on April 13 started sponsoring the thrice weekly quarter-hour evening *Colony Serenade* on WBBM, Chicago. Contract is for 52 weeks. Agency is Leon Livingston Adv. Agency, San Francisco.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 21, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

As Time Goes By
I've Heard That Song Before
Brazil
You'd Be So Nice To Come Home To
That Old Black Magic
Don't Get Around Much Any More
It Can't Be Wrong
Taking A Chance On Love
Could It Be You
Let's Get Lost

Satevepost Schedule

CURTIS Publishing Co., Philadelphia, has realigned its New York radio promotion for the *Saturday Evening Post*. Publication is using three 10-minute periods and three participating announcements a week on WNEW's *Make Believe Ballroom; Do You Know the Answer?*, five-minute cash give-away program thrice-weekly on WOV; one-minute transcribed announcements three to eight times weekly on WOR, WQXR, WEAF, WJZ, WABC. Agency is Macfarland, Aveyard & Co., Chicago.

AUTHOR of "Guadalcanal Diary," INS correspondent Richard Tregaskis, was named winner on April 20 of the annual George R. Holmes Memorial Trophy Contest for 1942. The trophy is awarded for outstanding work by an INS reporter. Close second was the "team" of W. K. Hutchinson and Jack Vincent, of INS Washington Bureau, for their 29-hour beat on the sentencing and execution of six Nazi saboteurs in Washington.

How To Lick The Engineering Personnel Problem!

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI extension courses in Practical Radio Engineering will enable you to train your staff *on the job.* CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-4, 3224 16th Street, N. W., Washington, D. C.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SCHENLEY IMPORT Corp., New York (Cresta Blanca wine) on April 21 added five CBS southern stations (WREC WTIC WRDW WSPA WCSC) to *Cresta Blanca Carnival*, making a total of 66 CBS stations, Wed., 10:30-11 p.m. Agency: William H. Weintraub & Co., N. Y.

KAY JEWELRY Co., Oakland, Cal. (retail chain), on May 2 starts *Bob Anderson—News*, on 5 CBS California stations (KNX KARM KROY KGDM KQW), Sun., 5:45-5:55 p.m. (PWT). Agency: Sidney Garfinkel Adv., San Francisco.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on April 13 started for 52 weeks, *Phil McHugh, News Analyst*, on 5 Don Lee Pacific stations (KHJ KPMC KFRE KFXM KYOS), Mon. thru Sat., 7:30-7:45 a.m. (PWT). Agency: M.C.M. Agency, Santa Monica, Cal.

ANGLO-SAXON Assn., San Francisco (religious), on April 18 started for 13 weeks, *Rev. V. W. McCain* on 8 Don Lee Pacific stations (KFRC KIEM KCVC KDON KYOS KMYC KFRE KHSL), Sun., 8:45-9 p.m. (PWT). Placed direct.

PETRI WINES Co., San Francisco (wines), on April 30 starts for 52 weeks, Sherlock Holmes on 32 MBS stations, Fri., 8:30-8:55 p.m., with West Coast transcribed repeat, Wed., 8:30-8:55 p.m. (PWT). Agency: Erwin Wasey Co., San Francisco.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on May 1 renews for 52 weeks *Your Hit Parade* on 119 CBS stations, Sat., 9-9:45 p.m. (rebroadcast, 12 midnight). Agency: Foote, Cone & Belding, N. Y.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), on May 2 renews *Crime Doctor* on 117 CBS stations, Sun., 8:30-8:55 p.m. Agency: Biow Co., N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), on April 28 renews *Sammy Kaye and Orchestra* on 117 CBS stations, Wed., 8-8:30 p.m. (Rpt. 12 midnight). Agency: J. Walter Thompson Co., N. Y.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (hand lotion), on April 25 discontinues *First Nighter*, Saturdays 5:30-6 p.m., on 98 MBS stations. Agency: Wallace-Ferry-Hanley, Chicago.

OWENS-ILLINOIS GLASS Co., Toledo (institutional), on May 10 starts Fletcher Wiley and David Broekman's Orchestra on full CBS network, Mon. thru Fri., 4:45-5 p.m. Agency: D'Arcy Adv. Co., N. Y.

COCA COLA Co., Atlanta, on April 25 only shifted *The Pause That Refreshes on the Air* from New York to Mexico City on 118 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., New York.

FCC Information Post Vacant as Jones Quits

MARKING the third change in FCC information personnel since July, 1942, Edgar M. Jones, acting director of information, resigned from the Commission April 17 to accept a public relations job with ODT. Mr. Jones, who had been with the Commission since April 1, 1942, served as acting information director since the resignation last month of Russell Clevenger.

First change in FCC information chiefs occurred July 7, 1942, when Maj. George O. Gillingham went on military leave. Mr. Jones acted as director of information until the appointment of Mr. Clevenger, Sept. 1, 1942, and resumed the post when Mr. Clevenger left to join N. W. Ayer, New York. At present the FCC information post is vacant.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Station Managership—Open in eastern major market. Network affiliated station. 1 kw. Salary and commission. Send complete background to Box 573, BROADCASTING or, if attending convention, call Broadcasting Magazine, Palmer House, for details.

Man or Woman—Experienced in commercial radio copy. Send sample and state expected salary. Apply to WCSC, Charleston, South Carolina.

Announcer—Operate studio controls. Good news man preferred. Immediate opening. WLDS, Jacksonville, Illinois.

OPERATOR—First class license with some announcing ability. Permanent position. Apply Jonas Weiland, WFTC, Kinston, N. C.

Commercial Manager—250 watt serving quarter million in wealthy market. Outpulls larger competing stations—No "has beens" wanted—this is young aggressive outfit—no inflation salaries but real opportunity—Send full personal information—confidential. Box 559, BROADCASTING.

ANNOUNCER—Permanent job at good salary for draft-exempt man who can ad lib and maintain lively patter on all night transcribed program. Large midwestern city. Box 557, BROADCASTING.

ANNOUNCER-SALESMAN — Permanent position for right man. Apply Jonas Weiland, WFTC, Kinston, N. C.

ENGINEER-OPERATOR—Florida station with joint transmitter, control room and studio operation needs licensed engineer. Desire man as much interested in correct use of speech input equipment and program production as in transmission. Excellent proposition for right man. Give full details of experience and your ideas of speech input equipment, use, maintenance and your conception of program production in proper use of turntables, mixing panel, etc.; write Box 555, BROADCASTING.

ENGINEER — Control and transmitter work for network affiliate. Immediate opening. Submit experience record, draft status and salary. WLAV, Grand Rapids, Michigan.

Announcer — Experienced. Excellent opportunity. WLOG, Logan, West Virginia.

ENGINEER—Transmitter and/or control in 5 KW. mi1west station. Box 563, BROADCASTING.

Experienced announcer—Give Draft status. Request audition transcription. WKRB, La Crosse, Wisconsin.

Experienced Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars, draft status and salary desired. Send audition record to WHBL, Sheboygan, Wisconsin.

Chief Engineer—Or combination man. Network station splendid Southern city. $75 weekly. Permanent, not succeeding draftee. References required. Box 565, BROADCASTING.

Announcer—Experienced. Permanent job. Good pay. Full details to WALA, Mobile, Alabama.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 571, BROADCASTING.

Program Director—Must be good announcer and continuity writer—real opportunity for the right man. State minimum salary. Box 575, BROADCASTING.

Help Wanted (Continued)

Wanted At Once—Draft exempt chief engineer. Good salary, permanent place for right man. WMSL, Decatur, Alabama.

Situations Wanted

Sales Manager-General Manager — Record 300% sales increase for big network affiliate under his sales direction since 1939. No high-pressure, but knowledge and intelligence coupled with ideas, plain hard work and a knack for getting on with people. Fourteen years in radio and newspaper. Expert in national spot and network. Excellent agency connections. Four dependents and 3A. Not a low-priced man—but worth what he asks. Box 572, BROADCASTING.

Young man—Draft exempt, college degree in speech, some experience, desires position as announcer. Can furnish references. Direct replies to E.A.F., 1128 So. Fifth St., Springfield, Illinois.

Experienced, Capable Announcer—Draft exempt, thoroughly reliable, good news and commercial man. Now employed. Available May first. Answer Box 560, BROADCASTING.

CUB-STUDIO ANNOUNCER—Five months with Edgar Bill. Seven years as special events and outdoor show announcer and commentator. Commercials, news, ad lib. Age 28 and 4-F. Lee Lott, WMBD, Peoria.

CHIEF ENGINEER—Fifteen years' experience, five years present employment, experience all phases of broadcasting, studio, recording, transmitter, directive antenna, permanent, draft 4F, Married. Box 556, BROADCASTING.

CHIEF ENGINEER—22 years all makes. Now employed at five thousand per year. Willing to take substantial reduction in salary to secure permanent position in preferred Southern location. Exceptional reasons for change. Box 554, BROADCASTING.

Draft Exempt Young Man—Three years' experience production and acting. Wants position on production staff; can handle announcing. Box 553, BROADCASTING.

Program Director—Versatile announcer, producer, writer. 4-F. First Class Ticket. Now employed. Seeks permanent position with progressive Western or Midwestern station. Box 562, BROADCASTING.

Secretary—Six years' experience metropolitan station specializing publicity, promotion, merchandising. Interested in agency or station connection. Box 561, BROADCASTING.

WOMAN ANNOUNCER - PRODUCER—Limited experience. Executive ability. Excellent educational, musical and dramatic background. Available May 25. References. Box 570, BROADCASTING.

LOOK!—Move forward with an aggressive young manager. Business and all around radio experience. Write please and we'll confer. No draft. Box 566, BROADCASTING.

Attention Intermountain Radio Stations—Western man, nine years' radio experience all phases sales, production, announcing, wants permanency with appreciative management who needs highest type, dependable, sober man. Now employed chain affiliated station of prominence. Draft exempt, married. Box 577, BROADCASTING.

Manpower shortage?—Available; program director, production manager, script writer, newscaster with over 15 years' radio experience; draft exempt. Desires permanent position with profitable independent station. Salary requirements $65. Box 576, BROADCASTING.

Wanted to Buy

Station in Secondary Market—In states of New York, New Jersey or Pennsylvania. Reliable party. Everything confidential. Send full particulars to Box 564, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

KWFC—250 watts unlimited, Hot Springs, Arkansas will be sold on May 6th, 1943. For particulars communicate with Howard A. Shuman, Drake Hotel, Chicago, Illinois April 26th to 29th, 1943, or write him P. O. Box 22, Hot Springs, Arkansas.

Half interest—In successful 250 watter. Engineering completed for 1000. Box 574, BROADCASTING.

Portable Transcription Players — A.C., D.C., $150.00-$100.00 Eyland, Union Bldg., Cleveland.

Wurlitzer 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 569, BROADCASTING.

LOCAL STATION—With national and regional money making hook-up. Heavy local schedule—good profit shown for years, excellent opportunity for young man to buy a money making radio station and a home in a good town. Will bear close investigation. North Central state. Box 558, BROADCASTING.

For Rent—Federal Field Meter and General Radio Bridge with accessories. Victor J. Andrew Co., 363 E. 75th St., Chicago.

Presto Recorder — Portable sixteen-inch Model MCL 16 table, EU 7 amplifier, FBR pre-amp. American dynamic mike; $400. Alfred Rutherford, RR2, Box 214, Anchorage, Kentucky. Phone Anchorage 4200.

FM SURVEY MADE

Marquette U. Students Canvass Set Owners

FM SET OWNERS are largely in the higher income brackets and prefer classical and semi-classical music. This was revealed in a survey made during March 1943 by journalism students of Marquette U. who conducted a house-to-house canvass.

W55M, FM station in Milwaukee, furnished names of set owners from lists supplied to the station by FM radio dealers as sets are sold. Using this list, the students called at every home and asked a series of questions.

Homes listening to W55M were found to be in three income brackets: 23% wealthy, 68% high income and 9% middle income. Five o'clock until midnight are the heaviest listening hours, with 42% of owners listening from 5 to 7 p.m.; 59%, 7 to 10 p.m., and 37%, 10 p.m. to midnight. Among program types, classical music was favored by 46%, semi-classical music by 53%, popular music by 26%, and 14% liked serials best.

Dawson Is Author

JOE M. DAWSON, president of Tracy-Locke-Dawson, New York, and Dallas advertising agency, is the author of "Life on a Rationing Board," appearing in the *Saturday Evening Post*. Writer relates his experience with gas rationing as a member of the Manhattan board.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
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National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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CONSULTING RADIO ENGINEERS
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MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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Radio Engineering Consultants
of Frequency Monitoring
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ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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RING & CLARK
Consulting Radio Engineers
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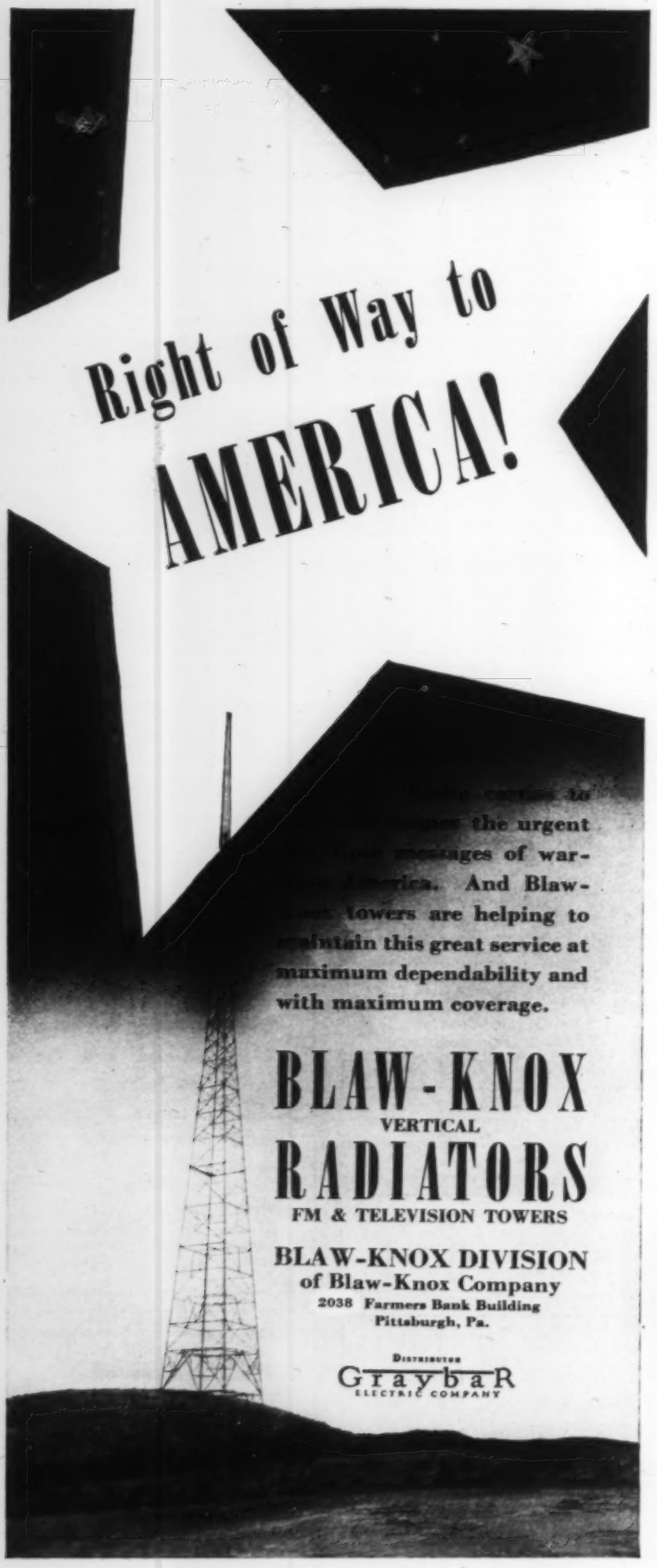


Top-Name OWI Productions Suggested for Small Stations

Quarter-Hours Would Be Provided for Institutional Sponsorship by Leading Advertisers

By MICHAEL M. SILLERMAN
President
Keystone Broadcasting System Inc.

FOLLOWING exhaustive study of the small radio station situation, and discussion with various interested industry and governmental groups, we intend to present the following plan to the forthcoming NAB War Conference in Chicago:

(1) That the radio department of OWI agree to produce a series of fifteen minute shows with leading name talent performers. Each program could be a miniature version of leading nighttime shows or an entirely new production headed by such artists as Jack Benny, Bob Hope, Kate Smith, Fibber McGee and Molly, Fred Allen, etc.

(2) That the commercial portions of these shows consist entirely of special war-effort material with inspirational presentation of war and victory themes earmarked by OWI for broadcasting.

(3) These programs to be of the open end variety for institutional sponsorship by leading national manufacturers. Said sponsorships to be comparable to campaigns currently conducted in national magazines and newspapers along similar institutional lines by various concerns, including many new wartime advertisers.

(4) Such sponsored programs to be released to a list of approximately 200 small radio stations in loser or marginal class offering highly specialized small town and rural audience; also to any additional stations of sponsors' choice for scientific coverage. This plan is aimed at a triple objective:

First, to disseminate inspired war-effort copy through the vehicle of nationally famous topflight talent in areas where this type of program is not generally heard.

Second, to deliver vitally-needed revenue for relief of small stations from new national sources based on individual merit of stations.

Third, to afford sponsors an attractive method of institutional advertising directed to a selected audience of millions of listeners in vast rural and small town areas for protection and cultivation of advertisers' market now and for the postwar period.

All this should be accomplished at economical cost on a group basis, making this plan a sound proposition for sponsors.

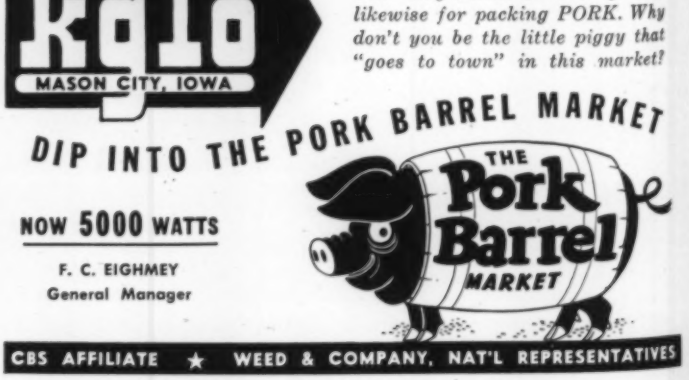
In view of Elmer Davis' statement deprecating government-paid advertising, we believe this plan offers a tangible solution for several problems in conformity with often-stated general industry policy and views concerning government subsidy or government spending.

Particulars and mechanics of the plan are now being refined and will be ready for presentation in Chicago next week at the NAB War Conference.

Lt. Tom Harmon Is Safe After Army Plane Crash

TOMMY HARMON has been found safe, after being reported overdue 10 days on a bomber flight in the South American Area. The ex-grid star and WJR, Detroit, sports announcer before he enlisted in the Army Air Forces, was found in the Brazilian jungles, the Antilles Air Task Force Headquarters announced.

Lt. Harmon is now at a South American base, and the wreckage of his plane has been located. Family, friends, teammates and Michigan U.'s football coach, who had all expressed their conviction that Harmon's "ounce of Irish luck" would bring him through, were happy at the news. Word reached his parents at Ann Arbor, Mich., after a special mass had been said for him.


kglo
MASON CITY, IOWA
Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market!
DIP INTO THE PORK BARREL MARKET
THE Pork Barrel MARKET
NOW 5000 WATTS
F. C. EIGHMEY
General Manager
CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

War Conference Registration

(*Continued from page 24*)

Cranston, George, WBAP-KGKO, Fort Worth, Palmer House.
Crib, Wayne W., WHBL, Sheboygan, Wis., Palmer House.
Crowther, Frank, WMAZ, Macon, Ga., Palmer House.
Crughan, Arthur H., WJBK, Detroit, Palmer House.
Culmer, Claude, SESAC, New York, Palmer House.
Cummings, Harry E., WJAX, Jacksonville, Fla., Palmer House.
Curnutt, Allan A., WCLO, Janesville, Wis., Palmer House.

D

Dadisman, Amos, KFH, Wichita, Kan., Palmer House.
Dahl, Howard, WKBH, La Crosse, Wis., Palmer House.
Damm, Walter J., WTMJ, Milwaukee, Wis., Ambassador East.
Daniel, Harben, WSAV, Savannah, Palmer House.
Davenport, James A., WATL, Atlanta, Palmer House.
David, William R., General Electric Co., Schenectady, Palmer House.
Davis, Charles E., WWPG, Palm Beach, Fla., Palmer House.
Davis, Russell, KMA, Shenandoah, Ia.
Dean, Lorraine, Cincinnati, Palmer House.
Deibert, Mr. and Mrs. F., WPEN, Philadelphia, Palmer House.
Denny, Herbert, *Standard Radio*, Dallas.
Dewing, Harold L., WCBS, Springfield, Ill., Sherman.
Dieringer, Frank A., WFMJ, Youngstown.
Dirks, Dietrich, KTRI, Sioux City, Ia., Palmer House.
Dobyns, C. Merwin, KGER, Long Beach, Palmer House.
Doolittle, Franklin, WDRC, Hartford, Conn., Palmer House.
Doran, Dorothy, WAKR, Akron, Palmer House.
Dowdell, John T. WIBX, Utica, N. Y., Palmer House.
Draughon, Jack M., WSIX, Nashville, Palmer House.
Driscoll ,Gerard B., WTAD, Quincy, Ill., Palmer House.
Du Mond, Joe, KXEL, Waterloo, Iowa, Morrison.
Duncan, L. J., WDAK, West Point, Ga., Palmer House.

E

East, H. E., WKRC, Cincinnati, Palmer House.
Eatherton, James L., WCBI, Columbus, Miss., Palmer House.
Eaton, Joe, WHAS, Louisville, Ky., Palmer House.
Eighmey, F. C., KGLO, Mason City, Ia., Palmer House.
Elias, Don S., WWNC, Asheville, N. C., Palmer House.
Elmer, John, WCBM, Baltimore, Palmer House.
Elvin, Ralph, WLOK, Lima, O., Palmer House.
Elwood, John W., NBC, San Francisco, Palmer House.
Emery, W., WTAD, Quincy, Ill., Palmer House.
Enoch, Robert D., KTOK, Oklahoma City, Palmer House.
Esau, John, KTUL, Tulsa, Palmer House.
Essex, Harold, W41MM-WSJS, Winston-Salem, N. C., Palmer House.
Evans, Haydn, R., WHBY, Green Bay, Wis.
Evans, Walter C., Westinghouse Radio Stations, Drake.

F

Fair, Harold, WHO, Des Moines, Palmer House.
Fay, William, WHAM, Rochester, Palmer House.
Fetzer, John E., WKZO, Kalamazoo, Mich., Morrison.
Fifer, C. Arthur, WTAD, Quincy, Ill., Palmer House.
Fisher, Bennett I., KOMO, Seattle, Palmer House.
Fitzpatrick, Leo., WGAR-WJR, Cleveland, Palmer House.
Fitzpatrick, Paul E., WEBR, Buffalo, N. Y., Palmer House.
Fitzsimonds, Frank E., KFYR, Bismarck, N. D., Palmer House.
Flanigan, E. Y., WSPD, Toledo, Palmer House.
Flaherty, Mr. and Mrs. H. T., KSCJ, Sioux Falls, Ia., Palmer House.
Ford, Fred H., WWPG, Palm Beach, Fla.
Foster, Gerald P., WDZ, Tuscola, Ill., Pamer House.
Fox, S. S., KDYL, Salt Lake City, Palmer House.
Frank, Nathan, WCBT, Roanoke Rapids, N. C., Palmer House.
Fry, Paul, KBON, Omaha, Palmer House.
Fuqua, J. B., WGAC, Augusta, Ga., Palmer House.

G

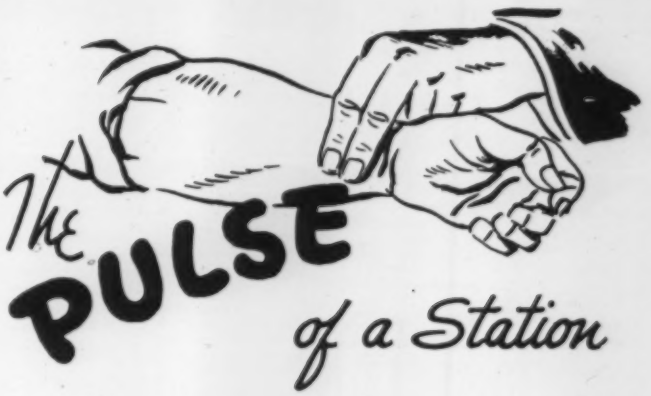
Gallagher, John L., WHBY, Appleton, Wis., Palmer House.
Gemoets, E. L., KTSM, El Paso.
George, Carl E., WGAR, Cleveland, Palmer House.
Gillin, John J., WOW, Omaha, Drake.
Gimbel, Benedict, WIP, Philadelphia, Ambassador-West.
Glade, Earl J., KSL, Salt Lake City, Palmer House.
Glickman, Dave, BROADCASTING, Los Angeles, Palmer House.
Goddard, Fred G., KXRO, Aberdeen, Wash., Palmer House.
Goldman, Norman R., BROADCASTING, Washington, Palmer House.
Gough, Emile, SESAC, Palmer House.
Graham, A. W., WKST, New Castle, Pa., Palmer House.
Graham, L. L., Texas State Network, Palmer House.
Green, Truman, WFLA, Tampa, Fla., Palmer House.
Gregory, S. D., WEAF, New York, Palmer House.
Grimes, Mr. and Mrs. H. E., KOME, Tulsa, Palmer House.
Gross, Irvin, Edw. Petry & Co., Palmer House.
Guyer, Sanford, WLVA, Lynchburg, Va., Palmer House.

H

Hagman, C. T., WTCN, Minneapolis, Palmer House.
Hager, Kolin D., WGY, Schenectady, Palmer House.
Hahn, George R., KSOO, Sioux Falls, S. D.
Haid, Allen A., WHIZ, Zanesville, O., Palmer House.
Halff, Hugh A. L., WOAI, San Antonio, Drake.
Halley, George, KMBC, Kansas City, Palmer House.
Hanson, O. B., NBC, Palmer House.
Hardy, Ralph, KSL, Salt Lake City, Palmer House.
Harlow, Roy L., BMI, Palmer House.
Harris, Graham, SESAC, Palmer House.
Harris, Wiley P., WJDX, Jackson, Miss., Palmer House.
Haverlin, Carl, BMI, Palmer House.
Hayford, Beecher, WJEP, Jacksonville, Fla., Palmer House.
Heiney, John, BROADCASTING, Washington, Palmer House.
Heintz, Jack, WCBS, Springfield, Ill., Sherman.
Henkin, Joseph, KSOO, Sioux Falls, S. D., Palmer House.
Henkin, Morton, KSOO, Sioux Falls, S. D., Palmer House.
Henkin, Ruth, KSOO, Sioux Falls, S. D., Palmer House.
Hennessey, Philip J., Jr., Washington, Palmer House.
Hicks, Virgil C., KTSM, El Paso.
Hinkle, Felix, WHBC, Canton, O., Palmer House.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo., Palmer House.
Hoffman, Edward, WMIN, Minneapolis, Palmer House.
Hoffman, Phil, WNAX, Yankton, S. D., Palmer House.
Hollister, Herb, KANS, Wichita, Palmer House.
Holt, Hillis, Atlantic Coast Network, New York, Palmer House.
Holt, Thad, WAPI, Birmingham, Palmer House.
Hooper, C. E., C. E. Hooper, Inc., Palmer House.
Hopkins, James F., WJBK, Detroit, Palmer House.
Hopkins, John T., III, WJAX, Jacksonville, Fla., Palmer House.
Hough, Harold V., WBAP-KGKO, Fort Worth, Palmer House.
Howard, Royal V., KSFO, San Francisco, Palmer House.
Howell, Rex, KFXJ, Grand Junction, Col., Palmer House.
Hubbard, Stanley E., KSTP, St. Paul, Ambassador.
Hudson, Wilbur E., WAVE, Louisville, Palmer House.
Hughes, Elwyn C., KFWB, Los Angeles.
Hughes, Jack, WCOV, Montgomery, Ala., Palmer House.
Hunter, Tom, KGER, Long Beach, Palmer House.

J

Jackson, George M., WBOW, Terre Haute, Ind., Palmer House.
Jacobs, Maxine, KROC, Rochester, Minn., Palmer House.
Jayne, D. E., WELL, Battle Creek, Mich., Palmer House.
Jeffrey, John C., WKMO, Kokomo, Ind., Palmer House.
Johnson, Leslie C., WHBF, Rock Island, Ill., Bismarck.
Johnson, Walter, WTIC, Hartford, Conn., Palmer House.
Johnston, Kenneth B., WCOL, Columbus, O., Palmer House.
Jones, Hugh O., WGCM, Gulfport, Miss.
Jordan, Chas. B., WRR, Dallas, Texas, Palmer House.
Jordan, Ray P., WDBJ, Roanoke, Va., Palmer House.
Joscelyn, A. E., WCCO, Minneapolis, Palmer House.



What better way to check the strength of a radio station than to analyze the advertising actions of the merchants in that station's coverage area. These advertisers, right on the scene, have the best opportunity of seeing sales made and examining the source of those sales. They know the listening, as well as the buying habits of their customers. When these men concentrate their advertising in one spot, it must be true that they are getting results.

It is true, too, that radio stations WHK and WCLE sell more time to local merchants than all other Cleveland radio stations combined.

It must follow: WHK and WCLE, by experiment of local dealers, have proven themselves the radio outlets that give you the greatest promise of greatest returns for your advertising dollars spent in the rich Northeastern Ohio market.

WHK-WCLE

CLEVELAND, OHIO

DON'T CARRY AN ANCHOR

The last gunshot of this war is going to be the opening gun of a dash for peacetime business. Starting in that race forgotten by the public, would be like running with a handicap weight the size of an anchor.

Don't give your competitors the advantage. Give your customers something they value—radio entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

CRMC • SUITE 738 • CRMC • SUITE 738

You're Invited To REST YOUR WEARY BONES

between sessions of the NAB War Conference. Where? In Suite 738 at the Palmer House, Conference Headquarters of the Chicago Radio Management Club. Enjoy sitting, visiting, meeting your Agency friends.

CRMC • SUITE 738 • CRMC • SUITE 738

You're Invited To BREAKFAST

Hear Alex Dreier, the only foreign correspondent who has broadcast from both London and Berlin, give interesting and enlightening "off-the-record" dope on Europe and the war. Where? At the CRMC official breakfast, 8:30 Wednesday morning, April 28, Room 14 (Club Floor), Palmer House. All NAB guests and friends are invited.

CRMC • SUITE 738 • CRMC • SUITE 738

• *The Chicago Radio Management Club is an organization of executives from Networks, Chicago radio stations, and Advertising Agencies.*

CHICAGO RADIO MANAGEMENT CLUB

CRMC • SUITE 738 • CRMC • SUITE 738

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Joy, Leslie, KYW, Philadelphia, Palmer House.

K

Karnes, Paul H., WCLO, Janesville, Wis., Palmer House.
Kassner, Don, KXEL, Waterloo, Ia., Morrison.
Katzentine, Mrs. A. Frank, WKAT, Miami Beach, Palmer House.
Kaye, Sydney M., BMI, Palmer House.
Keasler, Jack, WOAI, San Antonio, Drake.
Kelchner, Jay O., WIBC, Indianapolis, Palmer House.
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Keller, Robert S., Associated Recorded Program Service, Palmer House.
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Kendrick, Herbert R., WJLS, Beckley, W. Va., Palmer House.
Kenkel, Fred H., C. E. Hooper, Inc., Palmer House.
Kennedy, Ken, WDAY, Fargo, N. D., Palmer House.
Kennett, L. M., WHBU, Anderson, Ind., Palmer House.
Kennett, Robert L., WHAS, Louisville, Palmer House.
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King, Mr. and Mrs. Frank, WMBR, Jacksonville, Fla., Palmer House.
King, Gerald, Standard Radio, Inc., Hollywood, Palmer House.
Knight, Mark H., WCLO, Palmer House.
Koerper, Karl, KMBC, Kansas City, Palmer House.
Kopf, Harry C., WMAQ, Chicago, Palmer House.
Korak, Frank, KMA, Shenendoah, Ia., Palmer House.

L

Lacy, Allen, WJDX, Jackson, Miss., Palmer House.
Laddler, Owen, KMA, Shenandoah, Ia., Palmer House.
Lafount, Harold A., WCOP, Boston, Palmer House.
Lahr, Melvin, WKOK, Sunbury, Pa., Palmer House.
Laird, Ben A., WOSH, Oshkosh, Wis., Morrison.
Lancaster, W. Emery, WTAD, Quincy, Ill., Palmer House.
Langlois, "Cy", Lang-Worth, New York, Palmer House.
Laubengayer, R. J., KSAL, Salina, Kan., Palmer House.
Laux, John J., WSTV-WJPA, Steubenville, O., Palmer House.
Lavin, Barney, WDAY, Fargo, N. D., Palmer House.
Lee, Jack, WHAM, Rochester, Palmer House.
Lee, Joseph W., KGFF, Shawnee, Okla., Palmer House.
Legate, James M., WIOD, Miami, Fla., Palmer House.
Leich, Clarence, WGBF-WEOA, Evansville, Ind., Palmer House.
LeMasurier, Dalton, KRAL, Duluth, Minn.
Leonard, Charles C., WAVE, Louisville, Palmer House.
LePoidevin, Harry R., WRJN, Racine, Wis., Palmer House.
Levinson, H. Y., WCAR, Pontiac, Mich.,
Levy, Isaac D., WCAU, Philadelphia, Ambassador-West.
Levy, Leon, WCAU, Philadelphia, Ambassador-West.
Lewis, William B., OWI, Palmer House.
Linder, H. W. Lakeland Bdc. Co., Palmer House.
Lindsley, Robert K., KFBI, Wichita, Kans., Palmer House.
Little, Lee, KTUC, Tucson, Ariz., Palmer House.
Locke, C. Blakey, KFDM, Beaumont, Tex., Palmer House.
Loeb, Howard M., WFDF, Flint, Mich., Palmer House.
Long, Maury H., BROADCASTING, New York, Palmer House.
Lord, Nathan, WAVE, Louisville, Ky., Palmer House.
Lottridge, J. Buryl, WOC, Davenport, Ia., Palmer House.
Loyet, P. A., WHO, Des Moines, Palmer House.
Lucy, Calvin T., WRVA, Richmond, Va., Palmer House.
Ludy, Ben, WIBW, Topeka, Kan., Morrison.
Lund, Victor, WAOV, Vincennes, Ind., Palmer House.
Luther, Clark A., KFH, Wichita, Palmer House.

M

McBride, W. G., WDBO, Orlando, Fla.
McCluer, Paul, NBC, Chicago.
McCollough, Clair R., WGAL, Lancaster, Pa.
McConnell, C. Bruce, WISH, Indianapolis, Palmer House.
McDermott, Gerard B., KBUR, Burlington, Ia., Palmer House.
McDermott, Gerard B. (Mrs.), KBUR, Burlington, Ia., Palmer House.
McKinley, Jon R., WFDF, Flint, Mich., Palmer House.

Draft-Proof

LET 'EM DRAFT all they want to now, says KJR, Seattle's Blue outlet. They're referring to Bon Marche's musical show, *Evening Interlude*, now a year old. *Evening Interlude* is now —feminine. All string orchestra, soloist and script writer. Only man in the broadcast picture is Dick Keplinger, announcer. Carl Pitzer organized the all-girl orchestra and everything will be okay—if the WAVES and the WAACs don't muscle in.

McNeil, John, BLUE, Palmer House.
McRaney, Robert L., WCBI, Columbus, Miss., Palmer House.
Mackin, Robert L., WHLS, Port Huron, Mich., Palmer House.
Madson, Arch, KOVO, Provo, Utah, Palmer House.
Magnuson, J. Woodrow, WHBF, Rock Island, Ill., Bismarck.
Maizlish, Harry, KFWB, Los Angeles.
Maland, J. O., WHO, Des Moines, Palmer House.
Malo, William F., WDRC, Hartford, Conn., Palmer House.
Mara, M. J., Allied Record Mfg. Co., Palmer House.
Marshall, K. G., WMBR, Jacksonville, Fla., Palmer House.
Marshall, K. C., WBRC, Birmingham, Palmer House.
Martin, Bill, KMMJ, Grand Island, Neb., Palmer House.
Mason, Richard H., WPTF, Raleigh, N. C., Palmer House.
Mason, R. T., WMRN, Marion, O., Palmer House.
Mastin, Cecil D., WNBF, Binghamton, N. Y., Palmer House.
Matheson, John J., WHDH, Boston, Palmer House.
Matheson, R. C., WHDH, Boston, Palmer House.
Matison, Dave A., WAML, Laurel, Miss., Palmer House.
May, Earl E., KMA, Shenandoah, Ia., Palmer House.
Mayo, John, Associated Recorded Program Service, Palmer House.
Meagher, John F., KYSM, Mankato, Minn.
Meegan, John J., WEBR, Buffalo, Palmer House.
Menzer, Carl H., WSUI, Iowa City, Ia., Palmer House.
Meyer, Phil J., KFYR, Bismarck, N. Dak., Palmer House.
Mibourne, L. W., WCAO, Baltimore, Palmer House.
Miller, Allan B., Clear Channel Broadcasting Service, Palmer House.
Mingay, O. F., Commonwealth of Australia, Palmer House.
Minor, Vern B., KWBW, Hutchinson, Kan., Palmer House.
Mitchell, L. Spencer, WDAE, Tampa, Morrison.
Moody, Robert H., WHIO, Dayton, O., Palmer House.
Moore, James H., WSLS, Roanoke, Va., Palmer House.
Moore, William I., WBNX, New York.
Morency, Paul W., WTIC, Hartford, Conn., Palmer House.
Morgan, Clem, KVGB, Great Bend, Kan., Palmer House.
Moroney, J. M., WFAA, Dallas, Palmer House.
Morrison, Joe W., RCA., Palmer House.
Morrison, S. R., WMRN, Marion, O., Palmer House.
Mosby, A. J., KGVO, Missoula, Mont., Palmer House.
Murphy, John E., KOIN-KALE, Portland, Ore., Palmer House.
Myer, Dwight A., Westinghouse Radio Stations, Philadelphia.
Myer, S. W., KALE, Portland, Oreg., Palmer House.
Myers, C. W., KOIN-KALE, Portland, Ore., Palmer House.

N

Nafzger, L. H., W45CM & WBNS, Columbus, O., Palmer House.
Nasman, Len E., WFMJ, Youngstown, O., Palmer House.
New, John, WTAR, Norfolk, Palmer House.
Nolte, Vernon, WMBD, Peoria, Ill., Bismarck.
Norton, Edward L., WAPI, Birmingham.
Novy, Joseph F., WBBM, Chicago.

O

O'Brien, Bernard C., WHEC, Rochester, N. Y., Palmer House.
O'Fallon, Gene,, KFEL, Denver, Palmer House.
O'Harrow, John W., WKZO, Kalamazoo, Mich., Palmer House.
O'Neil, Bill, WJW, Akron, Palmer House.
Outler, John M., WSB, Atlanta, Palmer House.

P

Palmer, Fred A., WCKY, Cincinnati, Palmer House.
Pangborn, Arden X., KGW-KEX, Portland, Ore., Palmer House.
Parham, Carter M., WDOD, Chattanooga.
Patt, James M., WKRC, Cincinnati, Palmer House.
Patt, John F., WGAR, Cleveland, Palmer House.
Patterson, George C., WAVE, Louisville, Palmer House.
Patterson, S. H., KSAN, San Francisco, Palmer House.
Paul, Sol. BROADCASTING, Chicago, Palmer House.
Pefferle, L. G., WCBS, Springfield, Ill., Sherman.
Person, W. Van, WRAK, Williamsport, Pa., Palmer House.
Pierson, W. Theodore, Washington, D. C.
Pill, Howard E., WSFA, Montgomery, Ala., Drake.
Pixley, L. A., Fort Industry Co., Palmer House.
Porsow, Waldemar C., WOSH, Oshkosh, Wis., Morrison.
Potter, John W., Rock Island, Bismarck.
Powell, H. J., KGGF, Coffeyville, Kan., Palmer House.
Pribble, Vernon H., WTAM, Cleveland, Palmer House.
Priebe, Robert E., KRSC, Seattle, Palmer House.
Pugliese, Norma, BROADCASTING, Washington, Palmer House.
Purcell, Willard J., WGY, Schenectady, N. Y., Palmer House.
Pyle, Kay W., KFBI, Wichita, Kan., Palmer House.
Pyle, William D., KVOD, Denver, Palmer House.

Q

Quarton, Mr. and Mrs. Sumner D., WMT, Cedar Rapids, Ia., Palmer House.
Quentin, Charles F., WMT, Cedar Rapids, Ia., Palmer House.

R

Rambeau, William G., Rambeau Co., Palmer House.
Rankin, George P., Jr., WMAZ, Macon, Ga., Palmer House.
Rapp, J. C., KMA, Shenandoah, Ia., Palmer House.
Reineke, Earl, WDAY, Fargo, N. D., Palmer House.
Reinsch, J. Leonard, WSB, Atlanta, Palmer House.
Reynolds, George, WSM, Nashville, Palmer House.
Ringson, R. W., WRDW, Augusta, Ga., Palmer House.
Ripley, F. R., WSYR, Syracuse, N. Y., Palmer House.
Rivers, John M., WCSC, Charleston, S. C., Palmer House.
Robbins, Richard G., WHLD, Niagara Falls, Palmer House.
Robbins, Sydney, WSBA, York, Pa., Palmer House.
Roberts, Ingham Stephen, KGBS, Harlingen, Tex., Palmer House.
Roberts, Luke, KALE, Portland, Ore., Palmer House.
Robinson, Odes E., WCHS, Charleston, W. Va., Palmer House.
Rock, James B., KDKA, Pittsburgh, Palmer House.
Roeder, George H., WCBM, Baltimore, Palmer House.
Rosenblum, David H., WISR, Butler, Pa.
Roth, Mr. and Mrs. Eugene J., KONO, San Antonio, Palmer House.
Rothschild, Walter J., WTAD, Quincy, Ill., Palmer House.
Rowan, Bartlett J., WGY, Schenectady, Palmer House.
Rupard, J. Nelson, KTSW, Emporia, Kan., Palmer House.
Russell, Frank M., WRC, Washington, Palmer House.
Russell, Roy L., WOPI, Bristol, Va., Palmer House.
Ryan, J. H., Office of Censorship, Palmer House.
Ryder, Les, WCED, Dubois, Pa., Palmer House.

S

Safford, Harold, KOY, Phoenix, Ariz., Palmer House.
Sammons, Elizabeth, KSCJ, Sioux City, Ia., Palmer House.
Sandage, C. H., Harvard U., Palmer House.
Saumenig, J. Dudley, WIS, Columbia, S. C., Palmer House.
Schafer, Walter C., WDZ, Tuscola, Ill., Medinah Club.
Schilplin, Fred, KFAM, St. Cloud, Minn., Palmer House.
Schmitt, Kenneth F., Badger Bdcg. Co., Palmer House.
Schuebel, Regina, Duane Jones Co., Palmer House.
Sears, B. H., Sears & Ayer, Inc., Palmer House.
Selvin, Ben, Associated Recorded Program Service, Palmer House.

Seville, H. A., WJEJ, Hagerstown, Md., Palmer House.
Sexton, Morgan, KROS, Clinton, Ia., Sherman.
Shackleford, B. E., RCA, Palmer House.
Shaffer, Roger A., WSPA-WORD, Spartanburg, S. C., Palmer House.
Shafto, G. Richard, WIS, Columbia, S. C., Palmer House.
Sharp, Ivor, KSL, Salt Lake City, Palmer House.
Shawd, Arch, WTOL, Toledo, Palmer House.
Shelley, Jack, WHO, Des Moines, Palmer House.
Shepard, John III, The Yankee Network, Boston, Ambassador-East.
Sherwood, Alex, Standard Radio, Chicago.
Shopen, Frank E., KOWH, Omaha, Palmer House.
Silberman, Michael M., Keystone Bdcg. System, Palmer House.
Simon, Arthur, WPEN, Philadelphia, Palmer House.
Sinnett, Robert, WHBF, Rock Island, Ill., Bismarck.
Slarick, H. W., WMC, Memphis, Palmer House.
Smiley, David E., WDAE, Tampa, Morrison.
Smith, Alvin H., KSCJ, Sioux City, Ia., Palmer House.
Smith, Arthur J., WNAX, Yankton, S. Dak., Palmer House.
Smith, Calvin J., KFAC, Los Angeles, Palmer House.
Smith, George S., Washington, D. C., Palmer House.
Smith, George W., WWVA, Wheeling, W. Va., Palmer House.
Smith, Hugh M., WAML, Laurel, Miss., Palmer House.
Smith, Neal A., WCOL, Columbus, O., Palmer House.
Smith, T. Frank, KXYZ-KRIS, Houston, Tex., Palmer House.
Smithgall, Chas. A., WAGA, Atlanta, Ft. Industry Reservation.
Smullin, William B., KIEM, Eureka, Cal., Palmer House.
Soule, R. G., KFBL, Syracuse, N. Y., Palmer House.
Sowell, F. C., WLAC, Nashville, Palmer House.
Spence, Harry R., KXRO, Aberdeen, Wash., Palmer House.
Sperry, Edgar J., WLAY, Muscle Shoals, Alabama.
Spokes, Alfred E., WJTN, Jamestown, N. Y., Palmer House.
Squire, Burt, SESAC, Palmer House.
Stamps, H. Weldon, KAKA, Ada, Okla., Palmer House.
Stapp, Jack, WSM, Nashville, Palmer House.
Stark, Evelyn, NBC, Palmer House.
Stauffer, Oscar F., KGFF, Shawnee, Okla., Palmer House.
Steed, Howard M., WLAV, Grand Rapids, Mich., Palmer House.
Stevens, Harmon L., WELS, Port Huron, Mich., Palmer House.
Stewart, Elliott A., KCMO, Kansas City, Drake.
Stone, Earl, WELL, Battle Creek, Mich., Palmer House.
Stone, Harry, WSM, Nashville, Palmer House.
Stoughton, Milton W., WSPR, Springfield, Mass., Palmer House.
Stovin, H. N., Toronto, Can., Palmer House.
Stubbs, T. F., KFNF, Shenandoah, Ia., Palmer House.
Stuht, William B. KJR, Seattle, Palmer House.
Summerville, Howard, WWL, New Orleans, Palmer House.
Swicegood, Jess, WEPT, Kingsport, Tenn., Palmer House.

T

Taishoff, Sol, BROADCASTING, Washington, Palmer House.
Tappe, Louis E., Lang-Worth, New York, Palmer House.
Taylor, Dale L., WENY, Elmira, N. Y., Palmer House.
Thomas, Chester L., KXOK, St. Louis, Palmer House.
Thomas, John D., KOCY, Okla. City.
Thomas, Morris W., KOMA, Okla. City, Palmer House.
Thompson, C. Robert, WBEN, Buffalo, Palmer House.
Thompson, Roy F., WFBG, Altoona, Pa.
Thoms, Harold H., WISE, Asheville, N. C., Palmer House.
Thornburgh, Donald W., KNX, Los Angeles, Palmer House.
Thornley, Howard W. WCFI, Pawtuchet, R. I., Palmer House.
Tichenor, McHenry, KGBS, Harlingen, Tex., Palmer House.
Tips, Kern, KPRC, Houston, Tex., Palmer House.
Tison, W. Walter, WFLA, Tampa, Palmer House.
Todd, Jack, KANS, Wichita, Kan., Palmer House.
Tompkins, Merritt E., BMI, Palmer House.
Travers, H. Linus, WNAC, Wellesley Hls., Mass., Ambassador-West.
Tully, John C. WJAC, Johnstown, Pa., Palmer House.
Twamley, Edgar H., WBEN, Buffalo, Palmer House.

RKO Prize to WCOU

WCOU, Lewiston, Me., is the winner of an RKO merchandising contest. When RKO Pictures decided to try radio advertising in the East, they placed spot announcements on the 21 stations of New England's Yankee Network. Cash prize of $100 was offered to the station giving the best merchandising, with tangible proof in the form of increased patronage at the local theatre. The RKO people judged the contest and awarded the prize to WCOU after Lewiston's local theatre showed an increase of 195%.

U

Uridge, Owen F., WGAR, Cleveland, Palmer House.

V

Van Person, W., WBAK, Williamsport, Pa., Palmer House.
Van Volkenburg, Jack L., WBBM, Chicago, Palmer House.
Vance, H. C., RCA, Palmer House.
Versluis, Leonard A.,WLAV, Grand Rapids, Mich., Palmer House.

W

Waddell, H., WJW, Akron. Palmer House.
Wagner, James A., WHBY, Green Bay, Wis., Palmer House.
Wagner, Paul E., WPAY, Portsmouth, Palmer House.
Wagstaff, W. E., KDYL, Salt Lake City, Palmer House.
Wailes, Lee B., Westinghouse Radio Stations, Philadelphai, Palmer House.
Walker, Wallace A., WJHP, Jacksonville, Fla., Palmer House.
Watson, Loren L., Spot Sales Inc., Palmer House.
Weaver, Phil, WKPT, Kingsport, Tenn., Palmer House.
Weil, Ralph N., WOV, New York, Palmer House.
Weis, Pierre, Lang-Worth, New York, Palmer House.
Weiss, Lewis Allen, Don Lee Broadcasting System, Hollywood, Drake.
Welch, Irving F., WCOA, Pensacola, Fla., Palmer House.
Wester, Mr. and Mrs. W. C., WKBZ, Muskegon, Mich., Palmer House.
Westlund, Art, KRE, Berkeley, Cal., Palmer House.
Wheelahan, Harold, WSMB, New Orleans, La., Palmer House.
Whitehead, Henry C., WTAR, Norfolk, Va., Palmer House.
Whiting, Lee L., WDGY, Minneapolis.
Whitlock, Edward S., WRNL, Richmond, Va., Palmer House.
Wiig, Gunnar O., WHEC, Rochester, N. Y., Palmer House.
Wilder, H. C., WSYR, Palmer House.
Wilkins, Dayton S., WJTN, Jamestown, N. Y., Palmer House.
Wilkins, Joseph P., KFBB, Great Falls, Mont., Palmer House.
Willard, A. D., Jr., WBT, Charlotte, N. C., Palmer House.
Willets, H. N., Western Electric Co., Palmer House.
Williams, Austin, WFMJ, Youngstown.
Williamson, W. P., Jr., WKBN, Youngstown, Palmer House.
Wilson, Alexander W., WOPI, Bristol, Tenn., Va., Palmer House.
Wilson, L. B., WCKY, Cincinnati, Palmer House.
Wilson, W. A., Palmer House.
Wing, Mr. and Mrs. Gerald, KROC, Rochester, Minn., Palmer House.
Winger, Earl W., WDOD, Chattanooga, Palmer House.
Wingard, Lloyd, WGAR, Cleveland, Palmer House.
Wolff, Sylvia, KSOO, Sioux Falls, S. D., Palmer House.
Wood, Helen, Palmer House.
Woodruff, Jim W. Jr., WRBL, Columbus, Ga., Palmer House.
Woods, Woody, WHO, Palmer House.
Woodyard, Ronald B., WING, Dayton, Palmer House.
Wooten, Hoyt B., WREC, Memphis.
Wright, C. J., WFOR, Hattiesburg, Miss., Palmer House.
Wyler, Karl O., KTSM, El Paso.
Wyse, William R., KWBW, Hutchinson, Kan., Palmer House.

Y

Yarbrough, J. E., WDBO, Orlando, Fla., Palmer House.
Yocum, Ed, KGHL, Billings, Mont., Palmer House.
Young, C. S., WBZ-WBZA, Boston-Springfield, Palmer House.
Young, George W., WDGY, Minneapolis, Palmer House.

Z

Ziv, Frederic W., Frederic W. Ziv Inc., E.

TWO BEER CLIENTS BUY ZIV FEATURES

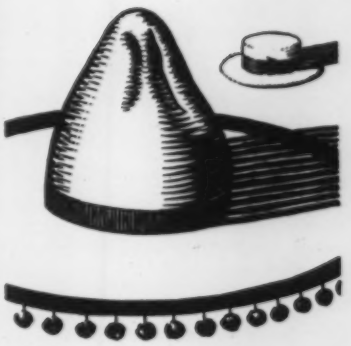
TRANSCRIBED music series, *"Sparky and Dud,"* has been purchased by Ruthrauff & Ryan Inc., for Griesedieck Brothers Beer for WTAD, Quincy; KWOS, Poplar Bluffs; KXOK, St. Louis; WCBS, Springfield; WSOY, Decatur; WJPF, Herrin; KVFS, Cape Girardeau; KDRU, Sedalia; KBTM, Jonesboro. Series features Happy Jim Parsons, Fred Hall and Lazy Dan the Minstrel Man, and is produced by Frederic W. Ziv Inc.

Ziv series featuring the Korn Kobblers recently added by WGAR, Cleveland; WCBC, Charleston; KARK, Little Rock; WFBM, Indianapolis; KSL, Salt Lake City; WFIL, Philadelphia; WIND, Gary; KXOK, St. Louis; KWOS, Poplar Bluffs; WTAD, Quincy; WCBS, Quincy; WSOY, Decatur; WJPF, Herrin; KVFS, Cape Girardeau; KDRU, Sedalia; KBTM, Jonesboro; WKBN, Youngstown; WCAE, Pittsburgh. Korn Kobblers now are being used on more than 150 stations.

"The Old Corral," also a Ziv feature, with Pappy Cheshire and his group, begins this week at WJLS, Beckley; WMMN, Fairmount; WLOG, Logan; WBRW, Welch; WPAR, Parkersburg; WAJR, Morgantown. All for Fort Pitt Beer and placed through Batten Barten Durstine & Osborn Inc.

GRACIE FIELDS, star of the five-weekly quarter-hour BLUE series bearing her name and sponsored by American Cigarette & Cigar Co. (Pall Mall cigarettes), is completing an assignment in the 20th Century-Fox film, "Holy Matrimony".

for Greater COVERAGE



LEHIGH
VERTICAL
RADIATORS

LEHIGH STRUCTURAL STEEL CO.

I'M STILL LOOKING FOR INQUIRIES...

but this time—just inquire for Lou!

● Yes—you're in Sterling's home town—and I welcome this opportunity to see old friends and make new ones.

I've got 72 hours of available time—part of that time, I'll enjoy chatting with you . . . and during part of those hours, I want to talk about some more of that radio time that has helped boost our original 1929 investment of $500 to over a million in '42—and added another million in '43!

If I'm not in my room at the Palmer House . . . if you don't see me in the lobby . . . then I'll be at the Sterling offices at 309 West Jackson Boulevard.

Hope you enjoy your visit to our busy city.

LOU BRESKIN, *President*
STERLING INSURANCE COMPANY

Stimson's Letter Fails to Get 5 kw. For South Dakota Local

FCC Order Grants WDAF Intervention in Application of KOBH for Transfer to 610 kc.

OVERRIDING INFERRED support of Secretary of War Stimson and reflecting a reversal of policy on interventions in hearing proceedings by stations claiming interference, the FCC last Tuesday denied the application of KOBH, Rapid City, S. D., for a shift in assignment from 1400 to 610 kc. and a power increase from 250 watts to 5,000 watts fulltime. The Commission designated the application for further hearing, in the light of the wartime freeze, and also granted the petition of WDAF, Kansas City, for leave to intervene in the hearing on interference grounds.

Action was taken in the face of a March 1 letter from Secretary Stimson to the FCC, setting out that the increase in power would extend the distance to which KOBH may be used as a safety homing facility for aircraft and would greatly improve the present "questionable broadcast service being rendered to the Rapid City air base." The Secretary's letter stated further that chain program service "which may be available on increase in power is also valuable from a morale standpoint."

Gen. Stone's Position

The March 1 letter superseded one written the preceding December by Brig. Gen. Frank E. Stoner, Acting Chief Signal Officer of the Army, stating it was the present policy of the War Department "not to endorse any broadcasting station application for waiver of the order against new construction permits, order governing priority of materials and orders restricting the use of electric power except for reasons of urgent military necessity." Gen. Stoner added that in the KOBH case "as in all previous requests for support of broadcast station applications, the requisite degree of urgent military necessity has not been found to exist."

Following submission of the Stimson letter, counsel for WDAF, Philip G. Loucks, Arthur W. Scharfeld and Verne R. Young on April 13 petitioned the Commission to reinstate its petition to intervene and enlarge the issues on the KOBH application. It brought out that WDAF, operating on the 610 kc. channel with 5,000 watts, stood to suffer electrical interference. The original petition for intervention by WDAF was dismissed without prejudice and at the originai hearing last December, the presiding officer excluded all testimony regarding questions of interference, it was related. Last March, the petition cited, KOBH filed a motion to amend its application so as to request non-directional, instead of directional, operating during the daytime. This motion was granted a week later.

Later in March KOBH petitioned the Commission to grant the amended application, citing the letter of Secretary Stimson and pointing out that by operating non-directional during daytime with 5,000 watts the station would be of material aid to Army aircraft based in the Rapid City area, and that the operation of the station at night would be of material benefit to the military forces in the area in maintaining morale.

WDAF Plea

Attached to the WDAF petition were the two letters from the Army officials. The Kansas City station contended that Secretary Stimson's letter "fails to disclose specific recommendation" as required by the freeze order opinion and that it merely pointed out the existence of certain engineering facts. It made no recommendation that the "application be granted as required by the Commission's memorandum opinion of April 27, 1942," said the WDAF pleading. Moreover, it was contended that KOBH was attempting to inject into the record the letter from Secretary Stimson received subsequent to the official closing of the hearing record; that inferences drawn from this letter were not compatible with its specific language, and that KOBH was seeking to inject additional engineering data related to interference and which materially changed its technical proposal.

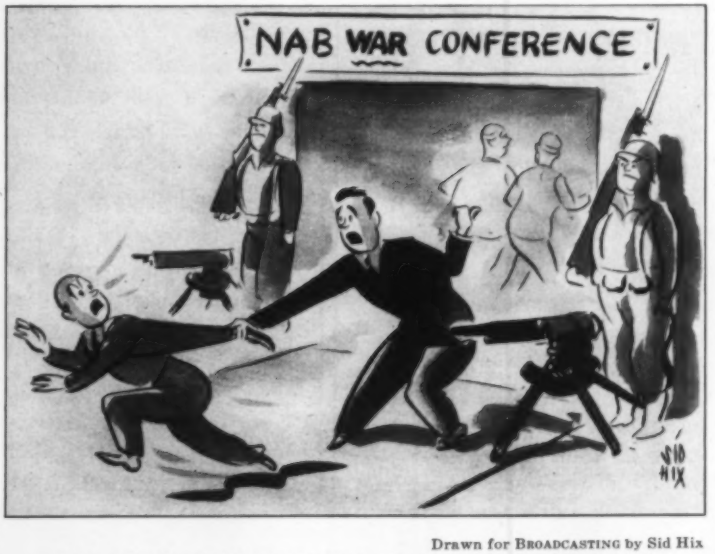
Secretary Stimson's letter of March 1 follows in full text.

With further reference to the matter of a pending application for increased power by Radio Station KOBH at Rapid City, South Dakota, representatives of the War Department have consulted with engineers of this radio station with a view to determining which arrangements will be most beneficial from a military point of view.

From the standpoint of increase in power, such an increase will extend the distance to which this station may be used as a safety homing facility for aircraft and an increase to 5 kw will greatly improve the present questionable broadcast service being rendered to the Rapid City air base. Chain program service which may be available on increase in power is also valuable from a morale standpoint.

As to antenna arrangements, directive radiation definitely detracts from the radio station's uility as a homing facility. If omni-directional radiation can be permitted during daylight hours, a benefit through utilization of the station as an aid to aerial navigation will be realized. If power is to be reduced to a low value for nighttime operation with a non-directional antenna, the station will be of some nighttime navigation use, limited however as its geographical separation from the Rapid City air base becomes comparable to its reliable range.

It is requested that the Federal Communications Commission take these considerations into account in acting upon the application in question.



Drawn for BROADCASTING by Sid Hix

"Come On Back, Glenn! There Really Won't Be Any Shootin!"

Export Ad Assn. Meets In New York, April 28

EXPORT ADVERTISING ASSN., New York, will hold its annual meeting Wednesday, April 28, at the Belmont-Plaza, New York. Officers for the ensuing year will be elected. Four directors will be chosen to fill vacancies caused by the expiration of terms.

The following have been nominated: *Officers*—president, J. J. Clarey Jr., foreign advertising manager, Bristol-Myers Co.; vice-president, Robert H. Otto, vice-president, Export Advertising Agency; treasurer, J. B. Powers, president, Joshua B. Powers Inc.; secretary, Walter R. Bickford managing editor, *Export Trade and Shipper*. Directors—A. L. Abkarian, export manager, Carter Products Inc.; J. J. Clarey Jr.; Earl T. Russell, vice-president, National Export Advertising Service; Gladys Liggett, director of foreign sales, A. S. Boyle Co.

Co-op to Expand Its Radio Plans

Mail Pull Justified an Increase In Last Year's List

CAMPAIGN of quarter-hour transcriptions, which the Cooperative League of the U. S. A. has recently completed on 36 stations, has proved so successful the League plans to expand its radio advertising in 1943-44, probably building a drive around the celebration of its centennial in 1944. According to Wallace Campbell, executive secretary of the organization, specific radio plans for next year will be discussed at the league's annual meeting of educational and publicity directors, June 16-20, in Chicago.

Last season's series, entitled *Here Is Tomorrow*, was originally scheduled for 30 stations at a cost of $20,000, as contributed voluntarily by individual cooperatives. Six stations were added to the list and the budget was increased to $25,000, an expansion well worth while, Mr. Campbell said, in view of the requests for the league's pamphlet by 5,000 listeners, who are considered prospective League cooperators.

During the 10-weeks of broadcasting, the League made several production changes in the transcribed series, and next year may decide on a live network production, Mr. Campbell stated.

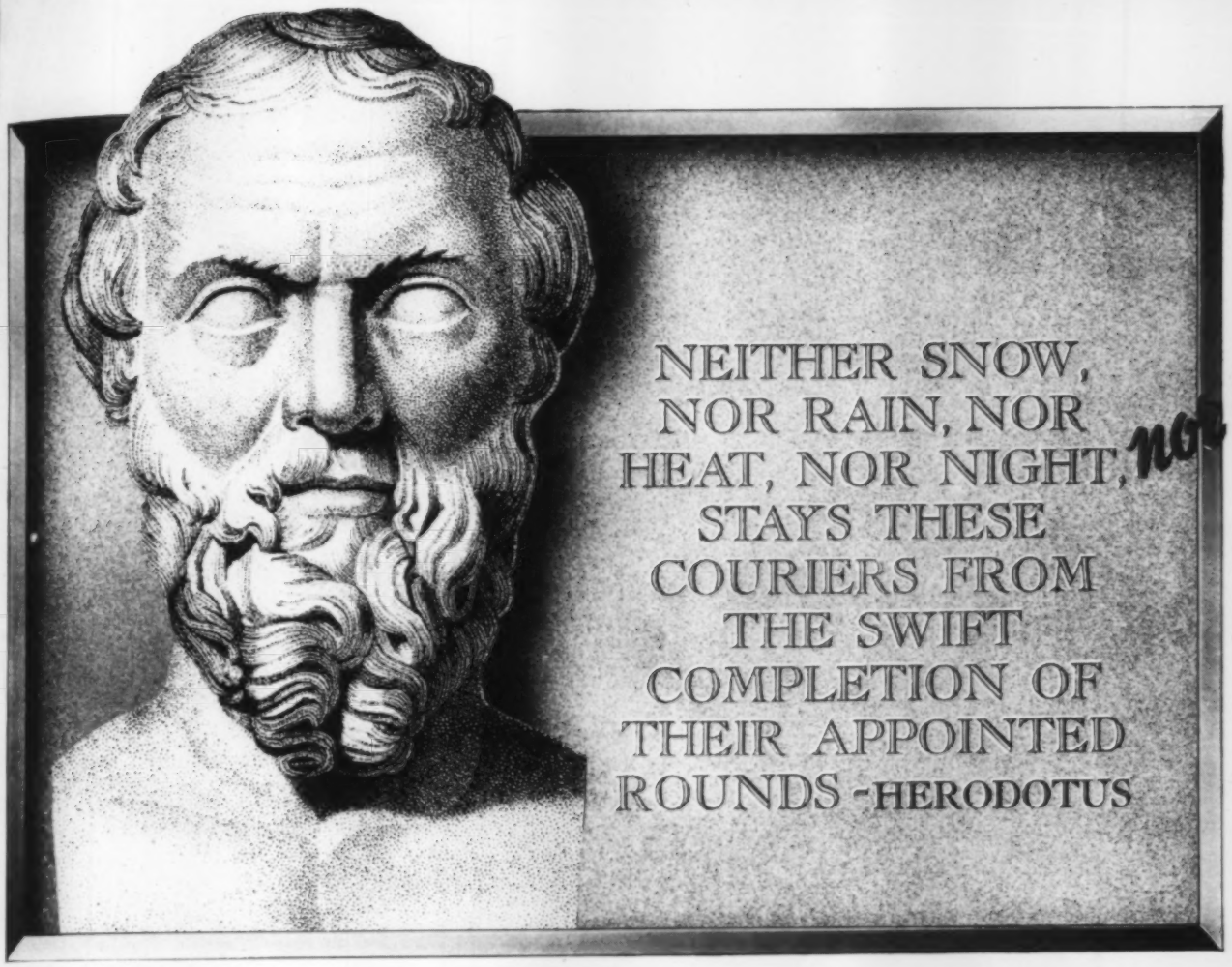
Tribute to WQXR

GLOWING TRIBUTE to WQXR, New York, and its "large, faithful following" of listeners is the subject of a special three-page article by M. Lincoln Schuster in the April 17 issue of *The Saturday Review of Literature*. Titled "Radio With a Soul," the article traces the history of the station since it was founded in 1936 by John V. L. Hogan and Elliott Sanger—and includes amusing anecdotes resulting from the station's adherence to broadcasting the best in classical and semi-classical music as well as restriction to advertising "in good taste."

NBC Gets ARC Banner

NBC HAS received the "A-R-C" banner from the American Red Cross for the company's fund raising drive among its own executives and employes. Total of $3,256.36 was donated for the Red Cross, with more than 97% of the personnel in the network's New York headquarters contributing. Although union employees were not solicited because of contributions through their own organizations, many of them added to the general NBC fund.

RADIOMARINE CORP. of America has won a new Army-Navy "E" pennant with a star for six months continued production achievement, the company has been informed by C. C. Bloch, chairman of the Navy Board for Production Awards. Company's original Army-Navy "E" was received in December, 1942, and in March of this year, it was awarded the U. S. Maritime Commission's "M" pennant and Victory Fleet flag for its production record in supplying radio equipment to cargo vessels.



WAR GIVES NEW TEMPO TO WLW MERCHANDISING

Despite critical man power problems, WLW's merchandising, dedicated to war time aid for retailers, is keyed to an even more intensive war time tempo. 28,000 calls will be made this year on the men who move your merchandise . . . supplemented with BUY WAY, our radio merchandising newspaper with a readership of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mail pieces annually.

This merchandising program . . . which covers every phase of distribution from manufacturers' representatives to consumer . . . costs advertisers nothing. Now more than ever, it helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.3% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

XUM